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Author:

**Borsodi, William**

Title:

**House furnishings  
advertising**

Place:

**New York**

Date:

**[1910]**

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MASTER NEGATIVE #

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BIBLIOGRAPHIC MICROFORM TARGET

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Borsodi, William, ed.  
House furnishings advertising; a collection of selling phrases, descriptions, and illustrated advertisements; as used by successful advertisers, to facilitate the expression of ideas and assist in the preparation of attractive advertising, ed. and comp. by William Borsodi. New York, The Advertisers' cyclopedia company [1910]  
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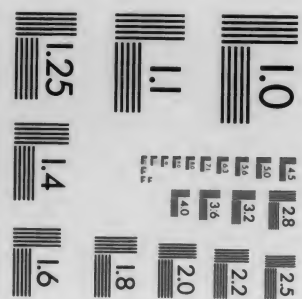
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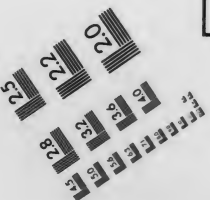
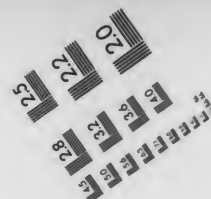
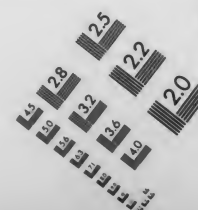
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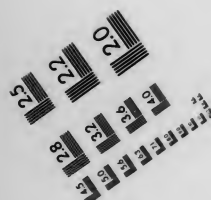
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HOUSEFURNISHING

ADVERTISING

*BY*

WILLIAM BORSODI

ma

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Columbia University  
in the City of New York

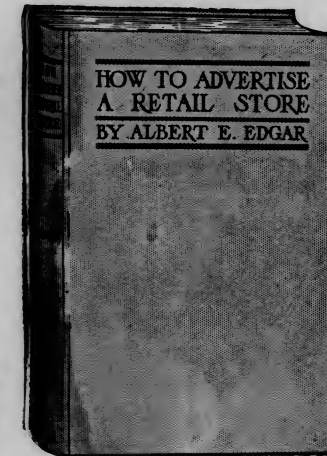
LIBRARY



School of Business

# HOW TO ADVERTISE A RETAIL STORE

By A. E. EDGAR



This book is written by a merchant-advertising man who sells goods from his own store and knows how to sell them. Mr. Edgar is also a frequent contributor to BRAINS and other business periodicals. There are more than 600 illustrations of newspaper ads photographically reproduced from the originals. There are 20 pages of practical, helpful hints on how to lay out advertising copy, also more than 250 selling helps and schemes to attract trade.

## Teaches

How to lay out advertising copy,  
How much space to use,  
How to design an attractive space-saving name-plate,  
What a headline should accomplish,  
How to get and use proper illustrations,  
How to write your advertising introductory,  
How to describe an article so as to make sales,  
What style and method of pricing you need,  
The preparation of effective, free advertising,  
How to find and properly use selling points,  
The making of store papers, booklets, leaflets, folders, advertising letters, and mailing cards,  
The organization of a follow-up system,  
The uses of calendars, blotters, post-cards, advertising novelties, package enclosures, and hand-bills,  
Proper methods of window advertising,  
Correct outdoor advertising,  
Spring, fall and other openings advertising,  
Two hundred fifty selling helps, guessing and voting contests, drawings, schemes to attract boys and girls, premium schemes,  
The sensible advertising of special sales and clearance sales,  
The uses of leaders and bargains,  
Many novel sales plans,  
The promotion of business in a number of specific retail lines—this department alone occupies about 100 pages,  
Mail-order advertising and general advertising,  
Points about type, borders, ornaments, and cuts,  
Nearly 20 pages of practical and helpful hints on how to lay out advertising copy,  
How to read proof and technical terms.

Showing how all these things are accomplished by the highly paid ad managers and the cross-roads storekeepers

**More than 500 Pages, Handsomely bound  
Sold for \$3.50 per copy, postpaid**

**BRAINS PUBLISHING CO.**  
310 BROADWAY :: :: NEW YORK

## The Furniture Industry

**A** MONTHLY trade Magazine Published at Evansville, Indiana, one of the largest furniture manufacturing points in the United States, in the heart of the Hardwood region. This magazine reaches the Dealers and Manufacturers of Furniture in the Central, Southern and Western States. It gives the latest news each month in regard to new styles of Furniture and discusses all matters of interest to the trade.

Subscription price \$ 1.00 per year.

Advertising rates and details of circulation given on application.

### THE FURNITURE INDUSTRY

Room 204 Furniture Building, EVANSVILLE, IND.

## HOUSE FURNISHINGS ADVERTISING

A COLLECTION OF SELLING PHRASES,  
DESCRIPTIONS, AND ILLUSTRATED  
ADVERTISEMENTS AS USED BY  
SUCCESSFUL ADVERTISERS

TO FACILITATE THE EXPRESSION  
OF IDEAS AND ASSIST IN  
THE PREPARATION OF  
ATTRACTIVE ADVERTISING

EDITED AND COMPILED BY  
WILLIAM BORSODI



PUBLISHED BY  
THE ADVERTISERS' CYCLOPEDIA COMPANY  
NEW YORK



Business

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BY WILLIAM BORSODI

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## INTRODUCTION

ADVERTISING is the corner-stone upon which every great business in this modern age must be built.

Every up-to-date merchant recognizes the value of advertising as a business factor—few recognize the *possibilities* that may be realized by its proper use. More than a billion dollars is expended every year in the United States alone for publicity, and yet the science—for it is a science—is “still at the cock-crowing,” as Emerson says of civilization. No business is so small, no field so narrow, but that it may be expanded by intelligent advertising.

In every city may be seen many examples of what advertising has accomplished. The little store fifteen years ago located in some out-of-the-way street has become the large department store on the best corner. The shopkeeper who started ten years ago with \$100 and one clerk now has two hundred employes, and has amassed a fortune. Intelligent and persistent newspaper advertising has accomplished these wonders.

Thousands of brainy men are being paid handsome salaries to devote their talents to the study of this great question. Millions of dollars have been expended in experimenting—in determining the kind of advertising that brought results—that *paid*. The results of all this study and experimenting—the methods that have brought money in your line—are compiled in this book.

Not every merchant can be an *expert* advertiser, but all may be intelligent, profitable ad writers. Individuality in ad-writing is valuable, but to be able to prepare copy that *brings business* is more valuable. If Mr. Mason of Cairo has found that a certain ad in his newspaper brings him business, you may be practically certain that the same ad—or its essential idea—adapted to your line will bring trade to you, and you will find his ad in this book. *You don't have to be original* to be a successful advertiser.

Preparation of copy for the advertisement is the part that calls for the most experience. The technical knowledge of how to properly “set up” the ad can be supplied by the printer, though it is better if you know something of it. The small ad can be made more valuable if it has an individuality—

something that makes it unlike its neighbors. Next to the wording, this is the most important, and knowledge of the mechanical part of advertising makes this individuality more readily attained.

Scattered through this book are many phrases used in other lines than yours. They have been printed here because in every instance there is some thought or expression that you can make use of. These ads will show you that the best writers invariably make their language fit the article they are talking about—an important feature in ad-writing. Plain merchandise should be described in plain language, and high-grade and high-priced articles require high-grade talk. If you are seeking the patronage of farmers, don't use terms not familiar to the farmer. Study the descriptions or arguments used by others; study those of your competitors and of firms in other lines of business, and see how you could improve them.

In preparing your ads, treat your subject simply but thoroughly. Do not overcrowd your space—leave something for the next time. While prices are the chief attraction in an ad, yet they must be handled carefully. If you are offering bargains, do not fear to feature the price, but if you are selling a high-grade article at a high price make the description sell it *in spite of the price*.

Don't forget that variety is the spice of advertising. You may advertise the same goods day after day, issue after issue if you will, but do not use the same language or display to do it. Study this book and you will be able to adapt to your use practically every ad that is printed here.

If you have not selected a store name, choose one. Then use it in your advertising until it is familiar to every person in your vicinity.

There is no advertising like newspaper advertising, but the papers must be selected according to the class of people you wish to reach. Your location may make a difference with your choice of mediums. Work along the line of the least resistance; go first after the trade that will come easiest. Many of the people who should trade at your store you cannot reach in any other way than through the newspaper. The paper is run for your benefit as an advertiser. Take advantage of it.

Your newspaper can be made your most valuable partner. By its aid you may win success; without its assistance suc-

cess is doubtful. The money that goes to your newspaper is rarely an expense—it is an investment.

Don't expect that advertising alone will accomplish everything. No matter how attractive your announcement may be, no matter how great bargains you may offer, they must be backed up by good salesmanship and tasty store display. Your salesmen should familiarize themselves with the descriptions used in this book. No salesman can do justice to his position behind the counter unless he considers the personality of the customer and can talk intelligently of what he is selling. Do not try to sell an article unless you know all about it, and also know how to express your knowledge.

Advertising, like any other phase of your business, requires plenty of enthusiasm. Its possibilities are unlimited. If you are not an advertiser—if you are not an enthusiastic advertiser—you are not doing yourself and your business opportunity justice. Your wholesaler and your banker will confirm this.

Above all, it is the faithful, persistent advertiser who wins success. In the words of John Wanamaker: "If there is one enterprise on earth that a 'quitter' should leave alone it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins that he must spend money. Somebody must tell him, also, that he cannot hope to reap results commensurate with his expenditure early in the game. Advertising doesn't jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year until it exerts an irresistible power."

## BEDS

*Neptune—"What in thunder is that mermaid trying to turn those rocks over for?"*

*The Sea Serpent—"She's going to take a nap, and she's afraid there's a merman under the bed of the ocean."*  
—Cincinnati Commercial Tribune.

New brass beds—new iron beds. In anticipating spring house cleaning, this week is a splendid time to discuss the matter of the brass beds and the iron beds you intend to use either in your own sleeping room or the spare rooms of your home. We don't know that we have anything special to say of our new lines of brass beds other than that they are represented by the very best beds that it is possible for brass workers to make. In selecting our brass beds we got away from garishness as far as possible. We believe most people like simplicity, and where richness is desired simplicity is its best aid. This is true of anything—in a greater degree, however, with brass beds.—*Joseph Horne Co., Pittsburg, Pa.*

\$1.95—that's all. Less than the freight alone would be if shipped to you. And the cheapest iron bed—not in Spokane alone, but in the whole Northwest, by at least one-third. Your choice of blue, white or green enamel, full or three-quarter size. We've more elaborate patterns in many colors and brass trimmings.—*Robbins, Pratt & Robbins, Spokane, Wash.*

Buy that iron bed now. Never will you have the opportunity to buy iron beds of the same quality at anywhere near the prices we are asking for the special line of bedsteads we are closing out this week. It has been a great week of iron bed selling for us, still there are many to choose from yet. Come in and look the line over if you are at all interested; we are confident of the result—you will buy.—*Davis, Smith & Co., Tacoma, Wash.*

Iron beds. Our salesroom presents a bewildering scene as you look down the long lines of beautiful beds. This year more than ever are the fancy colored enamels used. The designs are entirely new and more elaborate than usual.—*The Hannah & Lay Mercantile Co., Traverse City, Mich.*

The story of this week begins with a chapter on couches and beds. The people

who live longest are the people who keep regular hours and sleep enough and comfortably. The American rests less than any other man—some of you should share in the comfort of a couch.—*Coventry-Evans Furniture Co., Utica, N. Y.*

Values extra good in bedsteads. Good fortune has certainly treated us with her sunniest smiles in a recent purchase of bedsteads—though we had to fight for it. We have been "dickering" with the manufacturer for months to close a deal for bedsteads at last July's prices—and landed him. Bedsteads you know have taken a big jump upward since then.—*The T. Eaton Co., Winnipeg, Can.*

These artistic white enameled steel beds have heavy posts and artistically bent head and foot board design; are strongly made with well brazed joints; they are the easily cleanable kind, cool and comfortable.—*Whalen Bros., Brooklyn, N. Y.*

These are practically double beds or couches; one section is made to slide underneath the other, though when placed alongside, for a double bed, mattresses are of equal height; they can be used as two single beds, two single couches, one single couch or a double bed; built of bronze iron frames, fitted with National wire and helical spring ends.—*Adams Dry Goods Co., New York, N. Y.*

Recently a man wanted to know if a bed sold at a very little price was strong enough to hold him. He was very heavy. He was informed that we never sold any bed that would not hold any man short of a monstrosity. Indeed, the wonder in our brass and enameled bed sale as well as in all other big events is not so much that the prices are small as that the goods they mark are so unusually worthy in every way.—*Abraham & Straus, Brooklyn, N. Y.*

There's a wide difference in brass beds. There is one that is cheap, in the "cheap" sense, and the purchaser gets cheap return for his money. We have brass beds that are cheap at the prices.—*Hahne & Co., Newark, N. J.*

BEDS



Brass and iron bedsteads.—Our stock of brass and enameled bedsteads for spring and summer represents values that are very unusual. All-brass bedsteads, in rich and handsome effects. All-white enameled bedsteads, in neat and dainty designs. White enameled bedsteads, with brass trimmings, in pleasing effects. Also a complete line of colored enameled bedsteads in the latest and most desirable tints, to match or harmonize with room decorations.—*Woodward & Lothrop, Washington, D. C.*

You can spend your nights in comfort if you buy your bed and its fixings from us. One look at any of the beds in our large stock will make you think of the Roman's hard couch—with a glad—"you didn't live then."—*Wheeler's, Lexington, Ky.*

We're rushing in shipments of brass beds as fast as possible now. Wonderful demand for them and wonderful values to cause that demand. It's worth a visit to the brass bed room to see what's new in this line—new patterns—new ways of finishing—and to study values.—*W. B. Moses & Sons, Washington.*

Sleep well last night? If not—consult me. I make a specialty of perfect sleeping outfits. Metal beds, springs, mattresses, etc. The moneyback kind.—*C. V. Medau, Buffalo, N. Y.*

\$1.82 would be price enough to pay for some so-called iron beds, but \$1.82 is not enough to buy a good iron bed—this iron bed. While \$15.00 is nearer its value, \$9.50 will secure its delivery at your home—and the springs and mattress to suit are but waiting your selection.—*Colorado Springs Furniture Co., Colorado Springs, Colo.*

Were you here Monday? Did you go to see the sale of brass and metal beds on the fourth floor? Too bad you missed it—the crowd was worth seeing as well as the bargains. How the beds sold! Everyone who bought got a bouncing big value. No, you are not too late—it was a largish lot to begin with, windup of the season's output of four leading makers, discontinued designs that, to our way of thinking, are as handsome as the new. Good substantial beds, standard makes. There is not likely to be another such opportunity in a long while, a very long while. We will hold them to the fall and deliver them, if you say so.—*Snellenburg's, Philadelphia, Pa.*

Brass beds for an even half. It's not often one has the opportunity of buying fine brass beds for half off. If you are thinking of purchasing a brass bed in the near future, are not these prices

an inducement to anticipate matters?—*Joseph Horne Co., Pittsburg, Pa.*

Two in one.—That's just what one of our folding steel bed couches is. A comfortable couch for the daytime, and just as comfortable as a bed for the night. Adjusted in a moment. Equipped with the National springs. We sell a special mattress for this couch, which serves as a cushion as well. Sanitary, strong and cheap.—*Tull & Gibbs, Spokane, Wash.*

We were fortunate enough to buy these beds at a very unusual discount, and propose, as an advertisement and as an evidence of liberal dealing, to sell them on the same low basis—in other words, to share the advantage and good fortune with our patrons. The beds are strictly first-class, up to the standard of high quality we always maintain, and each and every one is backed by our guarantee. If you need a bed, justice to yourself will not permit you to overlook this opportunity.—*McAllister, Mohler & Co., Columbus, Ohio.*

Children should sleep alone. Not only because it is more healthy, but because it is more comfortable for the child. The expense is very little, and if you consider the little ones' welfare one of our well built child's beds with good springs will appeal to you at our price of only \$2.25.—*Union Furniture and Carpet Co., Pueblo, Colo.*

Brass bedsteads at \$48 from \$65—Here is a direct saving of seventeen dollars on bedsteads that in pattern, construction and finish, are the best we know of. The design is particularly handsome; the finish is the best possible, and they will last a lifetime. This word of description: Forty-three full-sized brass bedsteads, 4 feet 6 inches wide, 6 feet 4 inches long inside; headpiece 68 inches high, footpiece 48 inches high; 2-inch pillars, 3-4-inch filling tubes, 7-8-inch top rail; three top cross rails and two lower ones in footpiece; footpiece is extended pattern, and has cast brass gooseneck connections top and bottom; fillers and cross rails have brass "T" ball connections; 3 1-2-inch vases; large husks; highly polished and finely lacquered. Seven in 3 feet size, and seven in 4 feet size to sell, in addition to the forty-three bedsteads in full size.—*Wanamaker, New York, N. Y.*

Easy, comfortable beds, the kind that invite pleasant, refreshing dreams, good health and prosperity. We furnish them with mattresses complete, in all ranges of price and quality.—*G. L. Vance, Joliet, Ill.*

BEDS

## BEDDING

*One of the unexplained mysteries of life is how difficult it is sometimes to get into a comfortable position when you go to bed, and how unusual to find one that isn't comfortable when you have to get up.—Puck.*

A great lot of underpriced bedding, particularly blankets and comforts. Don't flatter yourself that you will be offered bedding later on for smaller prices. Impossible to get prices down lower.—*Joseph Horne Co., Pittsburg, Pa.*

Snow-drifts of fresh, new, white bedspreads. New arrivals, crisp and dainty, are just here—to go with the beds and mattresses which the February furniture sale is sending out every day.—*Wanamaker, Philadelphia, Pa.*

A lot of bed clothing as light in price as it is light in weight for summer use.—*Frederick Loeser, Brooklyn, N. Y.*

Bedding lightly priced.—There is no need to sleep on the floor either this week end or next—be the house ever so full—when you can get bedding for so little as we are offering it to-day.—*Alfred Edmondson's, Morecambe, Eng.*

Your thought to summer slumbers for a moment. This is the week in which it will particularly pay you to give attention to light weight comfortables and the pillows. We plan for the city home and the summer cottage in our provisions. Digest fully the list below. A comfortable subject all around—comfortables—comfortable pillows—most comfortable prices for you.—*Sibley, Lindsay & Curr, Rochester, N. Y.*

Thorough-going economies in bedding.—*The Anderson Co., Buffalo, N. Y.*

Over in the linen store are being shown some beautiful embroidered linen bedspreads, such as the artistic summer home will require. The hand-embroidery on these pieces was done by Irish peasants. Prices range from \$10 up to \$110 each.—*The Wanamaker Store, New York, N. Y.*

Bed coverings for country homes.—We'll grant that, in New York City, you may not need many blankets of a summer night. But you don't have to go far out of town to find the mere sheet and the open window a chilly combination. Here are the proper sorts of bed clothing, if your summer cottage lacks a sufficient supply for yourself and your guests.—*Wanamaker, New York, N. Y.*

BEDDING

Nothing quite like the satisfied feeling that comes when you open the closet door and see the big piles of snowy sheets and pillow cases, is there, Mrs. Good Housekeeper? Improve this opportunity!—*Strawbridge & Clothier, Philadelphia, Pa.*

We have yet to hear of a display of these splendid bed coverings that will compare with the collection we have gathered this season. It is unequalled—its completeness in keeping with the high character of the woollens and ribbons that enter into the making of every blanket.—*Macy's New York, N. Y.*

Here, also—the Annual opportunity. The most particular housekeeper knows that the beds and bedding sold at Koch's are precisely right—that we look to the inside as well as the outside. You who buy during this week will save money away beyond expectations.—*Koch & Co., New York City.*

Housewives are keen judges of bedding values. Glance through these little odd lots. To clear the way for stock-taking we'll make short work of such goods that have raveled out to broken lots. A good time to think of future needs. The list proves the savings.—*Gimbel Bros., Philadelphia, Pa.*

Bed and bedding prices going up. We have been notified that on December 1st the price on beds, springs, mattresses, etc., advanced in price owing to the increase in the cost of labor and materials. Hence, this sale should be of keen interest to all contemplating the purchase of such articles in the near future, for they are lower in price for Tuesday and Wednesday than we can probably ever offer them again. How about brass beds as Xmas gifts?—*W. V. Snyder & Co., Newark, N. J.*

Now is the time to buy bedding. No news more timely than this. Exceptional good buying opportunities in blankets, comforters and pillows. Values claiming the attention of housewives who have "gone through" home stocks and find a shortage.—*Robinson & Co., Winnipeg.*

## BLANKETS—COMFORTABLES

The Comforts are filled with sterilized cotton and covered with silkoline in art designs and colors. The Blankets are not all wool, but look like expensive California Blankets. The Spreads are in Marseilles effects and full size and weight. Best of \$1 to \$1.50 Comforts, Blankets and Spreads are here to-morrow at only 88c. Hotel proprietors are profiting by these bargains. They know they cannot be duplicated with market conditions as now prevailing.—*The Palais Royal, Washington.*

If you do not care to take them now we will, on a small part payment, reserve them until December 1, thus making economy easy. But how do we get brand new, perfect blankets under price? The mills make them for us in their "slack" season—they depend on our yearly sale; we take the blankets off their hands at once and anticipate payment—three ways in which we make the saving that we turn right over to you. White blankets, gray blankets, scarlet blankets and fancy blankets—immense stocks ready. Will you take advantage of the convenient terms and save an average of a fourth? These items represent fifty different kinds.—*L. S. Plaut & Co., Newark, N. J.*

Coal shoveled into a furnace at \$6.25 per ton ends in ashes and some clinkers—a pair of these big, deep through, wide, ample, snuggle, all wool Blankets for \$5.00 will go right on down the years, keeping generation after generation comfortable.—*H. D. Matthews' Sons, Brooklyn, N. Y.*

It's mighty fortunate for housekeepers that we decided to round up our Blanket stock now. For, just when cooler nights demand warmer bed-coverings come such offerings as these, of fine blankets at materially reduced prices. Small lots, in many cases, but at prices to match.—*Wanamaker, New York, N. Y.*

Does the cooling off of the weather bring anything up in your mind like Bed Comforts and Blankets? Isn't it high time that you were laying in the fall and winter supply—now that assortments are complete and prices and qualities unquestionably right at the Big Store? Mostly all the good people are back from the seashore, mountain and lake, houses are being opened up

and put in order for the cool six months ahead. It would be an unpardonable mistake to pass this store when you go linen picking.—*The Z. L. White Co., Columbus, Ohio.*

When it comes to a question of shivering or snuggling in the cold winter nights, every wise person prefers to snuggle in comfort and warmth beneath a fine, soft Blanket or Comforter or Quilt. That is why everybody is taking a keen interest in our sale of Blankets, Comforters and Quilts. The high quality and the low prices delight our patrons.—*L. N. Adams & Co., Buffalo, N. Y.*

Amazing figures on blankets and comforts. You'd hardly believe your own eyes when you see the prices that accompany these good blankets and comforts. Right in midwinter, when they're needed most, are supreme saving chances here for you, the like of which you'll never see outside of our store. Don't delay, act—act now.—*L. Hammel Dry Goods Co., Mobile, Ala.*

Once upon a time—but not long ago—a kindergarten teacher suggested to a manufacturer of quilts that he ought to put out a picture quilt—a regular kindergarten story book quilt—specially for children. He acted upon the suggestion, and we endorsed it by buying a line of them with just the cutest pictures imaginable on them—yes, done in embroidery—Jack and Jill, Little Red Riding Hood, the Cow that Jumped over the Moon, and all of the other members of the juvenile family are on them. Bring the children to see them Monday. And these catchy kindergarten story studies in satin—comfort giving and instructive.—*Jno. L. Cobbs & Co., Montgomery, Ala.*

Comfortables for zero weather. When the thermometer begins to hover around the zero mark then comfortables are the order of the day, or the night rather. Here's a most complete stock and all modestly priced.—*Abraham & Straus, Brooklyn, N. Y.*

We offer five numbers of quilts at special prices. Every one of these quilts is of good size; covered with best qualities of silkoline; tacked with wool yarn, and best of all, filled with the very best white sanitary cotton; no shoddy or dirty cotton.—*The Palace Department Store, Spokane, Wash.*

BLANKETS AND COMFORTABLES

Silk blankets—the Italian slumber robes. Made of silk in colors to match dainty bedrooms—satiny white ground baby blue, pink or pale green striped border. These dainty blankets are made in Milan, Italy, and nothing of this character is so light, soft and pretty. A gift for an invalid—or for anybody who takes forty winks during the day.—*Frederick Loeser & Co., Brooklyn.*

The new Beacon blankets and Jacquard robes. These bed coverings are at once warm, sanitary and elegant. We are exclusive selling agents for Springfield, and when you see these wonderful blankets and robes, you'll at once be surprised, as they will appeal to you at once as just the thing. The blankets come in gray and white, with dainty borders of pink and blue, also in children's crib size. The prices come within reach of every one, \$1.98, \$2.98 and \$3.98 a pair; and the robes or lounge covers come in beautiful Persian, Oriental and floral designs. The new Beacon blankets and robes are undoubtedly coming to the front as a cozy, warm and elegant blanket, and at half the cost of wool, and quite as warm. Come and see these, and especially with the special prices that now prevail.—*Kinnane's, Springfield, Ohio.*

Blankets. A blanket is a simple thing to tell the value of; just a question of wool and weight. There is no cut or pattern to tangle you up, it's not like dress goods or linen. You open it out and the whole thing lies before you. The most casual observer can calculate by the feel and appearance just how much warmth each grade will give.—*Wanamaker's, Philadelphia, Pa.*

The railroad loses on blankets. So-called "baggage smashers" are gentle as babes at play in comparison with certain railway freight handlers. In a shipment just received, two cases were broken open and 150 pairs of bed blankets were dumped out. Not much hurt, but hurt enough to prohibit us from saying that they are up to the usual "Burke" standard of freshness and absolute purity. The railroad company has allowed our claim for damages and that amount we have taken off from the price of the blankets.—*Burke's, Rochester, N. Y.*

Don't bother with coal, buy blankets! Come wind, come snow, let Boreas blow, with blankets like these your body will glow. Sixteen of the best blanket mills in the country stand back of this great sale. Every blanket as good as gold. Ask to see these numbers. Weigh them,

measure them, poke your thumbs into their heat holding depths.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Never before equaled at retail.—A tremendous purchase of bed coverings for spot cash, consummated many months ago before the sharp advance in prices took effect, makes these remarkable values possible. Incoming fall purchases make it absolutely necessary to remove these towering mountains of blankets, comforts, etc., from our salesroom and in order to stimulate early buying we have marked them at special sale prices.—*Cohn's, Salt Lake City, Utah.*

A colossal purchase and sale of blankets, the entire stock from a woolen mill at almost half price. We are now holding the greatest blanket sale ever held in this city. Never before have we been able to offer you such extraordinary values—the result of our tremendous purchase of high grade blankets, which we secured at a great sacrifice from a well known manufacturer of woolen blankets.—*The Palace, Spokane, Wash.*

A great line of bed blankets.—Experienced housewives know what is demanded of blankets and appreciate honestly made ones of durable, dependable materials. We have an immense business among such customers and find that it does not pay to carry blankets that may by any chance prove disappointing. Our great stock of 87 different lines includes the best goods of the mills that are recognized as the best in the blanket making industry. Some of these are of California and Ohio lambs' wool of almost silken softness and furnished with very beautiful border and deep silk bindings.—*Burke's Buffalo, N. Y.*

We have a wonderful business in bedding this fall. Our blankets are all fine, the comforters as nice as you'll find elsewhere, and spreads are as good as the other bedding. The prices way below others.—*Szold's, Peoria, Ill.*

"How can you sell such beautiful blankets and comfortables so low?" our customers ask. We could not, did we buy in small lots and ask large profits; and then again, we have opportunities that others never hear of.—*F. Auerback & Co., Salt Lake City, Utah.*

Blanket weather is here—good, warm, woolen blanket weather, too. We probably carry the largest stock of blankets and bedding in town, among them the celebrated Pendleton, Oregon, fleece wool blankets. Nothing better made anywhere. That may seem rather broad—it's true, just the same.—*Tull & Gibbs, Spokane, Wash.*

BLANKETS AND COMFORTABLES



A very poor housewife indeed who'll not get enthusiastic over the blankets we have to show her. There are plenty here at less than a dollar a pair, at two, three and four dollars also, now—those at \$5 a pair and more—up as high as \$22.50 a pair. There's a mill out in one of the Western States that makes just the sort of blankets we like to sell—that you like to buy. They are clean—wool thoroughly scoured—woven with the greatest care and finished as carefully as a piece of velvet.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Of all false economy there's none more pronounced than in the purchase of cheap bedding—blankets and comfortables. A selection made from these special values to-day carries with it a positive guarantee of serviceableness as good as though we should deposit the actual amount in gold in some bank subject to your request on showing that you were deceived in your purchases.—*Simpson Crawford Co., New York, N. Y.*

Our showing of wool blankets and comfortables is indeed comprehensive. It is safe saying that anything you need in these can be had here, and at prices to fit all allowances. You cannot afford to miss this store when in pursuit of apparel for your beds.—*Fowler, Dick & Walker, Binghamton, N. Y.*

If you have not already discovered that your Fall bed-coverings are too light, you will shortly; and wise people will have heavier bed-coverings ready before the sharp weather begins. We have a splendid stock of blankets, made up by the best manufacturers in this country, and careful comparisons show that we can save you money.—*Wanamaker, New York, N. Y.*

Why not peep out from under warm blankets these frosty mornings, instead of shivering with the cold? We make it an inducement for you to buy your winter needs this week.—*Adams Dry Goods Co., New York, N. Y.*

Great days in the Blanket Store. All over town there is a buzz of preparation for coming winter weather, and in bed clothing we have long been Brooklyn's chief suppliers. But not even here has it often been possible to sell.—*Frederick Loesser & Co., Brooklyn, N. Y.*

Our blanket buying is done months before the blankets are placed on sale; our blanket sales are not made in the middle of summer when no housewife is thinking of heavier bed clothing. This blanket and comfortable sale which starts to-morrow morning comes in the right time, when heavier bed clothing

is necessary, when the linen closet is to be replenished.—*S. P. Dunham & Co., Trenton, N. J.*

A little brisk weather has freshened your thoughts and blankets are undoubtedly in the front row. Now while you may have heard or read elaborate accounts of advance sales and half prices and the like, this modest saving may not appeal very forcibly to you, but all is not gold that glitters.—*R. B. Maxwell & Co., Mansfield, Ohio.*

You know we are very particular about blankets, "fussy" you might perhaps call us, but we are positively opposed to carrying over even one pair of blankets from one season to another, not one. We sold the last of them in the August sale.

A stirring event in blanketdom.—*Z. L. White & Co., Columbus, Ohio.*

For cold, nippy nights!—Blankets. No finer fleece ever grew on a sheep's back, and that same sheep would hang its head in shame could it know of the profitless prices of its own product.—*Newman, Brooklyn, N. Y.*

Blanket bargains. The position we assume toward the blanket business has always been a strong one—just now a rich boon awaits housekeepers, for we pile up testimony of economy that is at once surprising and interesting. Altogether the offering involves nearly two thousand pairs and the saving on each is a full third over the lowest prices of the town. A curious business—not by a long shot. The curious thing would be to see blankets like other stores, when we sell everything else differently—our buying was done way back in June when prices had reached the lowest notch.—*The Boston Store, Milwaukee, Wis.*

Soft, flaky, white wool blankets with gay, beautifully colored borders, that are as cheap as they are honest and good to look at.—*The Gamble-Desmond Co., New Haven, Conn.*

A blanket selling of great merit, for the qualities are highest and the prices are the lowest that they have been this season.—*McConnell & Co., Scranton, Pa.*

The unpleasant sensation of cold is not equal to the genial sensation of warmth these superior blankets and fluffy comforters hold. There's another sensation, of agreeable kind, that comes with the knowledge of prices reduced. Surprises are thick in our bedding section. There's one for each blanket or comforter you look at. You can tell by the touch that each one is of highly desirable kind.—*Harned & Von Maur, Peoria, Ill.*

BLANKETS AND COMFORTABLES

August sale of blankets.—In a city like New York, who make extra effort, will find them appreciated if inducements are right. Our August sales of blankets, regularly maintained for years, are always successful, inducements to purchase are great.—*Hearn's, New York.*

When the cool nights come

You will want to know

Where to get the blankets that are so good and warm;

Our counters are piled high

With the kinds you are to buy,

The woolly kind, the fleecy kind to wrap around your form.

—*The Hannah & Lay Merc. Co., Traverse City, Mich.*

Last night hinted very decidedly whether you need them or not. And to-day everybody is after blankets. Double good fortune, then, to get first rate sorts at prices that would be exceptional even in summer time.—*Abraham & Straus, New York, N. Y.*

Blankets.—The first nip of approaching winter has visited us and caused an immediate demand for warm, seasonable goods. Our advice is to buy now while the stocks are complete. Prices were never so low.—*Denholm & McKay Company, Worcester, Mass.*

Blanket Fliers — Two Cases — We bought samples—We'll sell samples, starting to-morrow. See them in a window. The meaning is clear. 10-4 blankets 65c; 11-4 blankets \$1; 12-4 blankets \$1.25. If we did the way we felt we would "throw our hats up in the air and shout." It's hard work to keep "to earth" with values like these. We've put them where you can see them, in a window. We know you'll feel as we do when you see how good they are and how little priced. They are white with colored borders. Cotton in tan and gray, fancy twilled. They're those blankets so many women have made pretty house gowns out of at full price. See how many more will make them now.—*Hale's Sacramento.*

Don't shiver in bed; buy blankets, comforts now. Having done a remarkable business in our bed-furnishing department thus far this season, we naturally have accumulated a great many small, odd lots of both blankets and comforters; and now, right in the middle of winter, with the weather man predicting more coming blizzards, this special sale will be glad tidings to many a shrewd housewife. Although the prices are not slashed in two, every quotation represents the best values you ever bought at this season of the year at an equal price.—*Miller & Barley, Marion, Ind.*

BLANKETS AND COMFORTABLES

The new ones for this winter have come in spic-span fresh and sweet and clean from the mills not two weeks ago, ordered by us last summer, and made up according to our order. All sizes from crib to largest bed, and from the lowest price to the highest. Some all wool, some part cotton, just as you prefer.—*Chamberlain-Johnson-DuBose Company, Atlanta, Ga.*

You can always buy Schipper & Block blankets with absolute assurance that you know what you're getting as to material, weight, dimensions. If there's cotton in them, we say so; and we prefer to give exact size in inches rather than misleading "quarters."

And the prices are beyond question the lowest you will find anywhere.—*Schipper & Block, Peoria, Ill.*

Think it over.—Along in the latter part of October, when the nights get chilly and the frost begins to sparkle on the grass o' mornings, about 5000 women will discover all at once that they need more blankets in the house. Most of them will come here to get them. They will be well treated and they will get the benefit of the best we can do, but the prices will average a third more than we can sell the same goods for, NOW. The only earthly reason for the August sale of blankets now in progress here, is the prices.—*Maloy's, New Haven.*

Quilts of down; blankets of wool.—In the old-fashioned "quiltin' frolics" the sewing was done with a needle, the comfortable being held between frames, and the cotton, sometimes wool, was spread by hand—the underside of the quilt being first stretched, then the cotton spread evenly, then the upper side laid on and sewed through.

We make down quilts by sewing the two sides together and afterward forcing the down between the seams by compressed air. The down is necessarily light and fine or this could not be done. We do the work ourselves that we may be sure of having it well done.—*Wanamaker's, Philadelphia, Pa.*

It pays to buy bed blankets at "Burke's."—*Burke's, Rochester, N. Y.*

A summer sale of winter blankets is to stimulate a naturally quiet time by unusually low prices. It makes but little difference to housekeepers whether they buy their blankets in August or September. But lower prices in August make it the popular time to buy. Months ago we gave our order to manufacturers when the mills would ordinarily be quiet, and thus got lower prices, which customers benefit by now.—*Flint & Kent, Buffalo.*

We are agents for the celebrated California blankets and constantly carry in stock a very large assortment of these superior blankets. You will also find our blanket stock much better than ordinary, and we always price them as low as is consistent with strictly first-class goods. We are making some sweeping reductions now in this department, which will certainly be interesting to you. Read the following items carefully.—*J. W. Robinson Co., Los Angeles, Cal.*

Prices are low enough to make it worth while to buy now, even if you have to lay the blankets away for a short time. The papers say we are to have an early fall—perhaps you won't have to lay them away after all.—*Wanamaker's, New York.*

Long looked-for economy event.—Away last winter when the air was still crisp and snowy, we started the merchandising movement that almost transforms this into a blanket store. Several of the best mills in America—and that means in the world—have been busy all summer making up our vast orders for our Peoria and Davenport stores. But tremendous buying did not for a moment turn our attention away from the smallest detail of merit in selection. Here are blankets clean to daintiness, made of well scoured, finely combed, pure, inodorous wool; reaching from the lowest-priced blankets that are safely good, up to the thickest, softest, most luxurious blankets that come from the looms. We went only to factories known for honest, skillful workmanship—we risked no price temptations that had a doubt of either quality or purity. The blankets we bought are not to be compared with those from usual factories—yet few housekeepers would wish to pay less than the prices which we can offer safely good blankets. Large, confident orders, placed long before manufacturers were busy with their regular work, made the prices possible on the superb blankets told and shown to-morrow. Splendid variety of fine, new, soft, clean blankets, in every sort and size.—*The Under-Price Store, Peoria, Ill.*

Blankets, comforters.—The keynote of the sale is economy, and the chances for economies are so numerous and so plainly visible it is shortsightedness not to buy now. If it were not so we'd be foolish to expect you to turn your thoughts to blankets now.—*The Boston Store, Milwaukee, Wis.*

Wrapper blankets.—If you want something most comfortable for lounging or study during the long evenings this winter, buy one of our wrapper blankets

and fashion it into a lounging robe. It is easy to do, only two or three hours' work and you can get a pattern for it at the pattern section. The blankets are figured, not conspicuously, but indistinctly, with pleasing combinations of color, and have striped borders. Two colors are combined in one blanket, making it reversible—one color predominating on one side and the other on the opposite side.—*Miller & Paine, Omaha.*

Blankets are cheapest now.—We are selling some of these blankets to you today for less than we could go to the mills and duplicate them. Queer sort of procedure, you think, for merchants who are supposed to be in business to make money rather than for their health. Yes and no. In the first place, blankets have advanced considerably in price since we bought these. In the next place, just now our particular aim is to get you acquainted with this blanket store and its resources.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Saving money on blankets right in front of buying time seems incongruous; but it's a Wanamaker way of making economies on things in season. We had to plan well, and place immense orders for our two vast stores in order to secure such low prices; but our values stand unmatched to-day. Late last week we found a store bragging of a blanket at \$6.75; and we found it identical with our \$5 blanket. It was an excellent blanket even at \$6.75—the store was perfectly honest in its statement; but it helped to prove the extraordinary values in our September sale.—*Wanamaker's, New York.*

The raze in blanket prices.—*Wanamaker's, New York.*

Why wait till cold weather to buy blankets? You need them anyway, so why not buy now and be prepared for chilly nights when they come? Prices are as low as they will ever be.—*Lay & Lyman, Traverse City, Mich.*

In looking through our stock of fine blankets we find quite a number of lines that our makers have decided to discontinue making and as new numbers must be substituted for the old, we must close out the old at once as we do not care to carry them over. Owing to the general advance in the price of raw wool it is a certainty that you'll not be able to secure such price advantages for some time to come. Note the reductions which according to present prices means a saving of nearly 50 per cent.—*T. A. Chapman Co., Milwaukee, Wis.*

#### BLANKETS AND COMFORTABLES

The keynote of the sale is economy and the chances for economies are so numerous and so plainly visible it's shortsightedness not to buy now. If it were not so we'd be foolish to expect you to turn your thoughts to blankets now.—*The Boston Store, Milwaukee, Wis.*

Cotton blankets and comforters for early fall use. As the evenings get cool your thoughts will turn to heavier bed covering. While planning your purchases think of Kaufman's. There's a new bedding department here, new from beginning to end, filled with the choicest kinds of blankets and comforters. All our comforters have a filling of pure laminated cotton down, as white as snow, and the coverings are of splendid grades of silkoline.—*Kaufman's, Trenton, N. J.*

Bed blankets at reduced prices.—During our great August sale of bed blankets we handled thousands of pairs. It was the greatest distribution of bed blankets ever known at our counters. In carrying it on—in making special window displays and in otherwise giving bed blankets prominence over everything else—quite a considerable number of pairs were slightly soiled. Perfect and unharmed in every way save that they are not absolutely immaculate in maybe one or two small spots by reason of having touched against some dusty obstacle. You will be glad of that—for that is why they are now under priced. All that are soiled—no matter how slight—are marked down.—*Burke's, Rochester, N. Y.*

Light weight comforters—Time to buy.—You'll gain a good night's rest—or several of them—if you have the light weight comforters at hand; tossing 'round under heavy bed coverings is not comfortable and is not economy when these are to be had.—*L. S. Plaut & Co., Newark, N. J.*

You don't have to guess or wonder what your bed comfortables are made of if you buy them at "Burke's." We have cut a number of bed comfortables into small sample pieces, showing the cotton that is put into them, the covering, and the care with which they are quilted. These samples are free for the asking. They let you see exactly what you are buying—both the inside and the outside of it. More could not be known about these points if you made the comfortables with your own hands. And by manufacturing thousands of bed comfortables in a single lot many savings are effected. These savings are now yours to enjoy. Summer weight bed comfortables—filled with clean, fluffy, sanitary cotton—covered with silkoline in a dozen

extremely pretty patterns—kinds clearly cheap at \$1.50—large double bed size—a very special feature here the rest of the week at \$1.25.—*Burke, Rochester.*

Time to talk blankets.—And time for you to be buying them, if you haven't all you need. Fluffy Down Quilts.—Lighter than feathers, yet deliciously warm—the ideal covering for invalids, aged persons and every one who loves luxury. Made in our own factory, we know that they are all right in every way—we established the factory years ago to ensure this knowledge.—*Wanamaker's, Philadelphia, Pa.*

Comfort and economy combined.—Specials in comforters and specials in blankets just when the weather drops the mercury down to the low notch.—*Chamberlin-Johnson-Du Bose Co., Atlanta, Ga.*

Comforts in summer weight filled with fine white cotton and silkoline coverings, made for double beds, neat patterns.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Reductions in comforts and blankets. Some of these lines are very nearly closed out. Women are quick to take advantage of such chances as we offer now in comforts and blankets. They can depend upon the quality of the articles which they buy at the Einstein store. Nothing shoddy or fake here. You are invited to visit our basement and inspect this line. Do that and you will be certain to buy.—*Einstein Dry Goods Co., Harrisburg, Pa.*

These standard Right House qualities of flannelette blankets are dependable and you will find that not only are they better quality and larger than most blankets, but they are lower priced as well. Many use them in the place of sheets for the cold weather. Try a pair.—*Thos. C. Watkins, Hamilton, Can.*

Thick comfortables and warm blankets. From a personal standpoint we do not think it necessary for anyone to go without sufficient bedding when prices are so low. From a health standpoint most anyone knows, or ought to know, the price paid for sleeping cold. Throw up your windows, have the room full of cold air, and sleep under such blankets and comfortables as you'll find here.—*Dancer, Brogan & Co., Lansing, Mich.*

A mighty special purchase of cotton blankets, delayed in transportation, have just arrived and will be placed on sale to-day and the low prices will astonish you. If you have a blanket need, supply it now. By all means visit the bedding department to-day, on the third floor.—*The People's Store, Tacoma, Wash.*

#### BLANKETS AND COMFORTABLES



Fifteen pairs fine all wool brown blankets, with black stripe border. Weight six pounds to the pair. The best kind of a general purpose blanket. They're equally good for camp or home.—*The Crescent, Spokane, Wash.*

And what of blankets? And those, too, you will get here now at less than they will cost you a bit later on, bought in the usual way. Why, you need only to look back at the markets of three months ago when these were bought and to-day to know the whys and wherefores.—*S. P. Dunham & Co., Trenton, N. J.*

Blanket headquarters. There's only one possible chance to be disappointed if you buy blankets here. We carry only good blankets, and if you come here expecting to buy a pair that's poor you'll be disappointed. It's easy to write the word "leadership" carelessly. To achieve it is a great thing. To show that we have achieved blanket leadership we need but say that people come from all parts of Peoria and from miles around to buy blankets here. They save money.—*Jos. Szold & Son, Peoria, Ill.*

The most careful housekeeper can't be any more particular about blankets than we are. No blanket can get past our experts, unless it is the best possible at its price. Many of these are in extra sizes. Roomy, warm, protective.—*The Wanamaker Store, New York, N. Y.*

Cool nights call for such needfuls as these: It's not weight but quality that gives warmth to a blanket and it's the light, warm kind that we make a point of keeping. The blanket showing is magnificent. Very large in quantity, qualities excellent at each figure and a great variety of patterns. No heavy, soggy blankets here. Light, fluffy blankets, every one of them. And then in bedding. There is nothing in this line that the housekeeper needs that we cannot supply. Comfortables, quilts, feathers, pillows and cases, sheets as well as all kinds of tickings, sheetings, etc., in yard goods.—*Sisson Bros., Binghamton, N. Y.*

Do you care what's inside your quilts and comfortables? Would you knowingly buy a quilt filled with the chopped-up contents of "antique" feather beds? That is what gets into a good many. In this store there is no possibility of such an imposition—we make our own and know what goes into them. Nothing but pure, sterilized goose down dried by cold air, enters into even the cheapest quilt we sell.—*The Wanamaker Store, Philadelphia, Pa.*

Housekeepers and hotel keepers should take advantage of this sale of blankets.

BLANKETS AND COMFORTABLES

These prices we quote are just as low as any store can consistently ask for staple merchandise like this. Profit is never large on blankets and big price cuts are never possible, but we guarantee that these prices we ask are as low as any store in the northwest has ever quoted. It will pay you to renew your supply now.—*The Wonder, Spokane.*

Blankets, comfortables; buy now; save money. The crowds which have thronged the blanket store for the past week are evidence of the appreciation of these Loeser offerings. Values are without equal. Probably never before has it been possible to buy bed coverings of such high standard at such remarkable price concessions.—*F. Loeser & Co., Brooklyn, N. Y.*

Sale of blankets and comforts. If you are arranging the household for fall, you will doubtless find that the bedwear needs replenishing. To-morrow's unusual economies in blankets and comforts will interest prospective buyers because of the large savings offered. The lowered prices are the result of large buying from leading mills, where the placing of early orders secured advantages impossible to obtain now.—*Goldenberg's, Washington, D. C.*

Blankets and comfortables. The housekeeper's opportunity. Now is the time to provide the winter bed coverings and to share the economy advantages of the home outfitting sales. Stocks are broad and fine and complete with the very best blankets and comfortables, and prices are without equal in lowness. Here are samples of the extraordinary values.—*F. Loeser & Co., Brooklyn, N. Y.*

Monster blanket value. September blanket sale off with a rush. Without throwing stones at anybody or anything we want to tell you some plain truths and give intending blanket buyers a few words of good advice. Don't buy blankets with your eyes shut. Open the blankets out. Look at the color. Look for burrs. Smell them. Weigh them. The store that buys blankets just because they're cheap, without a thought as to how they're made, or whether they're full weight or clean, has no claim upon your blanket buying. Our buying has been so carefully done that it is a delight to spread our blankets out before you. Not a trace of burrs; no grease or oil; every one clean and sweet and full weight and full size. Besides, we have past years' business with you to point to; you know of satisfaction received in the past.—*F. Loeser & Co., Brooklyn, N. Y.*

## MATTRESSES

High grade mattresses.—Do you want to see the acme of luxurious mattress making? You will find it in our new line of the famous "Baker Bedding." Not many years ago the head of this now celebrated mattress house started to make mattresses as good as they could be made. He believed the idea of using an ordinary mattress on a fine bedstead was a reversal of the law which should prevail. Said Mr. Baker: "Nothing can be too good for a tired body to sleep on, and I will make mattresses on this basis." His success is acknowledged from Maine to California—he has established a mattress standard heretofore unrealized—his workmen are artists in their line—the results of their handiwork are the admiration of all.

Heretofore we have made all our hair mattresses, and made them well. Perhaps this is why we take off our hats to the man who can do better.—*C. F. Wing, New Bedford, Mass.*

Many years ago we discovered that mattresses and pillows made up in the usual commercial way were not being filled with the proper materials. To be able to guarantee the "insides" of the mattresses and pillows sold over our name, it became necessary to erect a plant ourselves for the manufacture of these articles. Here, under sanitary conditions, we now make mattresses and pillows to order when a purchase is made from the sample shown in the store. This insures their being absolutely pure and clean. Every ounce of hair is first sterilized. Every feather is first thoroughly steamed and cleaned.—*Wanamaker, Philadelphia, Pa.*

A white sale of mattresses. You will wonder how mattresses can find a logical reason for being in the white sale, but they have an exceptionally good one. They are made of pure white horsehair, at a price you would ordinari-

ly pay for black hair. There are eighteen different styles of striped ticking from which to make your selection; and the mattresses will be made up in one or two parts, as desired.—*Wanamaker, New York, N. Y.*

A revelation of an evolution which produced a revolution. Primitive man lay down to sleep on the ground both hard and damp; he gathered leaves and straw—the first mattress. The leaves and straw would scatter and get from under him, and yet for centuries it was his only bed. Perhaps it was his grandson who made the first improvement; he gathered brush and twigs and piled them in a heap—the first spring bed. Put straw on the top and slept another century, perhaps ten. Cloth was invented—the straw was put in a bag, and he was no longer compelled to gather it up every day for his rest at night. Several more centuries. It was discovered that strings passed through both bag and straw would prevent the straw from moving about in the bag, also that small pieces of leather or like material would keep the strings thus tied from pulling through the cloth. This was about A. D. 1302. Six hundred years brings us to the perfection of bedding in the Felted Cotton Mattresses like one felt six inches thick, layer upon layer of cotton, until the required thickness is reached. No more stuffing of handfuls from the end of the tick making a lumpy and bumpy bed, but an even thickness all through. This is the modern Felt Mattress. We have them from \$5 up.—*Chamberlin-Johnson-DuBose Co., Atlanta, Ga.*

There's always a good demand for the comfortable, sanitary cotton mattresses—especially in the summer, in cases where the equipment of the cottage or hotel is intentionally not elaborate.—*Wanamaker's, New York.*

MATTRESSES

## SHEETS, PILLOW-CASES AND PILLOWS

Our guarantee certificate and insurance policy, guaranteeing the pillow to be filled with feathers which have been thoroughly cured, cleansed and purified, insures the purchaser entire pillow satisfaction or a new pillow.—*Whitehouse Dry Goods Co., Spokane, Wash.*

A soft feather pillow absorbs the cares of the day. You can safely intrust the center of your thoughts in one of these pillows that are worth \$2.50. The most cheerful thought will be that they cost you but \$1.75.—*Siegel, Cooper & Co., Chicago, Ill.*

Substantial saving on sheets and pillow cases. Cottons still show an upward price tendency, but we own such a great quantity, bought before the rise, that you may get the benefit of prices actually less than cost of material now.—*H. A. Meldrum Co., Buffalo, N. Y.*

We will offer to-day another sheet and pillow case bargain that will be fully equal to any of the notable ones that we've given earlier in the season. The offering comprises hundreds of extra good values that we gather together for the grand final clean-up of our big mill purchase earlier in the year. The goods show slight soils from handling—an oil spot here and there—a thread pulled, or some little defect, which would not be noticed were we not to tell you.—*Hale's, Sacramento, Cal.*

Sheets and pillow cases.—You cannot help but realize the difference in the labor and expense of making up your sheets and pillows cases, especially when the quality we offer is considered. White sale prices are now in effect. Examine them.—*Schipper & Block, Peoria, Ill.*

Don't hope to get such sheets and pillow cases as these at any such prices six months from now—cotton's going up! —*Wanamaker's, Philadelphia, Pa., Feb. 8, 1908.*

The busy housewife who has not time to do her own sewing will find just what she needs in sheets and pillow cases and ready made underwear.—*J. H. Milliken, Traverse City, Mich.*

Linen sheets. Special price offering. One way of daintifying and making luxurious the guest-room is with fine

linens for the bed. Housekeepers who appreciate the distinction and the splendid wear of linen sheets will be specially interested in this chance to get them under usual price.—*F. Loeser & Co., Brooklyn, N. Y.*

"Weariness can snore upon the flint, when resty." While Shakespeare may be right it's our impression that weariness would rest much better on one of our feather pillows.—*Doggett Dry Goods Co., Kansas City.*

People always use more sheets in summer than winter because they kick 'em out in hot weather trying to down mosquitoes. You can't get even with the little insects in that way, but can even up a little by laying in a supply while the price is down—as it is here this week.—*The Fair, Montgomery, Ala.*

Standard sheets under price. What the maker considered imperfections—thickened threads or occasional machine stains, have brought these splendid sheets down in price. All of bleached sheeting, hemmed ready for use. These sizes.—*F. Loeser & Co., Brooklyn, N. Y.*

Linen pillow-cases. Some recently arrived linen pillow-cases are so desirable that they began to sell before we finished marking them. They're all linen—medium-fine, soft, good looking and durable. They're the regulation size—4x36 inches—and hemstitched.—*Wm. Taylor, Son & Co., Cleveland, Ohio.*

Friar couch pillows for summer rooms. Nothing better suited in character to summer home furnishing than these artistic lounging pillows has ever been developed. The pillow covers are made of friar cloth, the boldly woven canvas sacking that stands in the front rank of smartness just now. The designs are stenciled in subdued tones of the strong Egyptian colorings, and patterns show Egyptian and Japanese effects. Edges are laced together with leather thongs. So smart are these friar pillows, in addition to their artistic value, at the moderate price, that we have had hard work to keep enough in the studio to advertise. For to-morrow a special lot is promised, each friar pillow covering containing a plump pillow, at \$1.69 and \$1.89.—*F. Loeser & Co., Brooklyn, N. Y.*

SHEETS, PILLOW CASES AND PILLOWS

## CROCKERY AND CHINA

*The baby grasped his milk mug  
But could not pick it up,  
And so they named him Lipton—  
He couldn't lift the cup.*

—*Chicago Tribune.*

China. Great values for Friday. Recognizing the crowded condition of our basement, as an inducement to buyers to overlook this slight inconvenience we offer every day some great values. These are not always advertised on account of limited space, but you will always find something of unusual interest which will well repay a visit. These for to-morrow.—*Geo. B. Peck Dry Goods Co., Kansas City, Mo.*

News of China. Better not miss a single day's telling of the news from the sale of china and glass. For each day brings some fresh, interesting offering of value to housekeepers. Not only are the wares of the highest possible quality, but prices taken all the way through, are phenomenal in their lowness.—*Wanamaker's, New York.*

From the Royal Berlin Potteries are shown their marvelous crystallized and copper glazed wares, figures, painted vases and the like; also complete lines of table services, which we sell by the set or single, just as we sell scores of "Open Stock" patterns in English, French, Austrian and Domestic wares. This enables our patrons to make up sets to suit their individual requirements, and to replace broken pieces at any time.—*Macy's New York, N. Y.*

Gifts in fancy china the richest showing we've ever made. This is the stock that the tasteful housekeeper loves to ramble through—the beautiful wares of which she never can possess too many. The housekeeper who buys for another, comes here to select the choicest gifts she knows—to get the most beauty, as well as real worth, for the money expended. And here come, too, the husband, father, son or friend who wishes to pick out a sure-to-be-valued gift.—*Schipper & Block, Peoria, Ill.*

China Wares to the Front.—The Winter sale offers stirring economies. The magnitude of this annual movement is appreciated by thousands of women. The economies it presents are accepted with enthusiasm. For China and glass

and kindred wares appeal to a woman on the hospitality side of her nature—the large side with most women. And the opportunity to get such wares for a fourth to half below usual low prices here.—*Abraham & Straus, Brooklyn.*

The china store is especially rich at this reason in variety of dinner sets, including both those for country homes and those to be used as wedding gifts or for an addition to the city china closet. The collection is unrivaled, we believe, and we know that in quality-for-price it has no equal anywhere.—*Fred Loeser & Co., Brooklyn, N. Y.*

Decorated Porcelain and China. Tea and dinner sets "way under price!" No effort at all to sell such bargains as are represented in the items below. The advertising is merely to give wide, full, fair notice, and we wish to particularly impress upon the minds of summer hotel proprietors, boarding house keepers and people in general furnishing summer cottages the importance of this sale.—*Bloomingdale Bros., New York.*

There is not in Brooklyn—hardly in all New York another stock of china, glass and art wares which compares with this. We are not hampered by interest in any single maker or group of makers and with the world to choose from and the appreciative Brooklyn public to serve, it has been possible to build up here one of the greatest businesses in the country. And now, for this annual occasion, these fine wares, many of them just out of their wrappings, are offered at prices far below even our usual low prices; at prices which are not matched for equal qualities anywhere.—*Fred Loeser & Co., Brooklyn, N. Y.*

What influences your purchasing? If it is necessity, the habit or the principle of frugality, there is no doubt where you will buy your china and crockery. We will make the sales, because our goods are of the desired kind and quality, and our prices of the right figure.—*Smith & Chick, Lexington, Ky.*

CROCKERY AND CHINA

Thanks to fine weather and this unusually fine stock of tablewares, this September sale is breaking all past records! and thanks to the constantly arriving shipments of fine wares, there are no shortages in the showing presented. Still plenty of Theodore Haviland dinner sets, which we are offering at just one-half of their real value.—*Wanamaker, New York, N. Y.*

We demonstrated a year ago the purchasing power of this great China Store. And we shall do so again this September. This morning the fun began in earnest. For a month now you shall buy high-grade, dependable China for less than it is sold for elsewhere. We care not what others may claim or boast of—your own common sense will point out to you the distinction—and the saving.—*Adams Dry Goods Co., New York, N. Y.*

New China at Old Prices.—*Abraham & Straus, Brooklyn, N. Y.*

Nothing adds more to the beauty of the table or home of the wedded pair—in fact, nothing is more indicative of refinement—than rich cut glass. We have a magnificent collection—guaranteed finest cutting—newest styles, exclusive designs and lowest prices.—*Lumsden, Richmond, Va.*

There is a charm about this beautiful stocked china and glassware store down on the first floor that appeals to the artistic eye as well as to the careful purse of the thrifty.—*Schipper & Block, Peoria, Ill.*

Sharp price crack in China. We don't believe for variety and beauty another store can equal us for really choice goods, and likewise, we quote these prices as the reason for your seeing these goods.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

That straight-to-the-mark, never-to-be-shelved policy of this great store which reads, "never be undersold," is borne out to the letter no more thoroughly than by this famous china department. We have a name for selling good china for less than any other store, and the resources we keep always in reserve will ever be the invincible means of our holding that record.—*Bloomingdale's, New York, N. Y.*

Small coins have large purchasing power in our China department.—*Schipper & Block, Peoria, Ill.*

Broken Prices on Whole Chinaware.—We have some odd lines of complete dinner sets, the prices of which are shattered—gone to pieces—and we anticipate the quotations below will flock our crockery department with women who will appreciate the beauty of these bargains and

CROCKERY AND CHINA

eagerly take them away.—*Olds, Wortman & King Co., Portland, Ore.*

It's a good time now to peep into the china closet and see whether the dinnerware needs replenishing. It has such a chronic habit of getting broken. With seventy-four styles of dinnerware ranging in price from \$5.98 to \$80 we can surely satisfy your pocketbook. The assortment comprises the cream of Haviland, German, English and Syracuse and other American wares in the daintiest of designs.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

A drop in china and nothing broken but the prices.—*Corington Peyton, Charlottesville, Va.*

Just to illustrate the large buying of the small coins we present a list of items which may be purchased at each price in the china department.—*Schipper & Block, Peoria, Ill.*

Our Autumn Sale of China.—Japan to the front with the new. And Italian pottery at half. Thirty-seven crates of newest and most beautiful china from Japan are just being unpacked as we write. A rare gathering that will add interest to our annual china sale. The decorations are the best Japan has produced—rich and tasteful—really the new things intended for the coming holiday season. A little early perhaps to offer for sale now, but the china sale has been such an unqualified success this lot is added to the collection. All the previous offers advertised hold good while the lots last.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Very Small China Prices.—It would be rather funny if we didn't do better than usual stores in the matter of china prices. With our own manufacturing places in the great china centers abroad and our own glass cutting and decorating works at home we can naturally control production and naturally govern prices. But even here such news as to-morrow brings is notable.—*Abraham & Straus, Brooklyn, N. Y.*

Clearance Crockery, Glassware and House Furnishings.—A good housekeeper is practical; and while she admires the ornamental furnishings of parlor and drawing room, her critical eye takes in the homely yet useful necessities of dining room and kitchen, for someone's carelessness is always breaking things out there; and every cent she can save in replacing them is a little secret joy to every housewife's heart. What an indulgence this list of values affords!—*A. Hamburger & Sons, Los Angeles, Cal.*

Toilet Sets.—The great advantage of coming here for a toilet set, aside from our prices, which are always the lowest, is that we have such a great variety that you can select one to harmonize with the color tone of any room. Here are some that seem to us especially good values.—*Simmons Hardware Co., St. Louis, Mo.*

The Home-Coming.—Summer holidays are over—there's a general opening of shutters, unpacking of trunks and starting of kitchen fires. The children must be gotten ready for school and there are numerous household needs that require immediate attention. To satisfy many of these it will be necessary only to visit our model house furnishing department in the basement, where qualities are above suspicion and prices a temptation to liberal buying. Our upper floors are fast filling with stocks for fall and holiday selling. These will gradually find their way to the store, giving it fresh interest daily, preserving for it that air of newness which is a characteristic of "Glenny's," and affording to visitors kaleidoscopic views of art and novelty in modern handicraft that they are always welcome to enjoy without obligation.—*Glenny's, Rochester, N. Y.*

Spring Clearance Odd Pieces China, American Porcelain, English Pottery, Carlsbad China, Austrian China, Limoges China. Every offering is decorated ware and worth about double clearance prices. The sale includes a number of "open stock" patterns which will be discontinued. Women disposed to follow fashion's fad of using odd pieces of fine china as well as those who must count pennies before spending will find equally appreciative chances to buy and save. It's a sale to be quick about.—*S. Kaum Sons & Co., Washington, D. C.*

For the dining table China tableware. If only we had sufficient room in which to expand our china and glassware business! You find here now splendid appointments for these stocks. As compared with what we wish to do the present is small indeed. Nevertheless our great sales go on, and neither St. Swithin nor the Dog Star interfere. Big stock all-the-year-round. Low prices created by great business.—*Wanamaker's, New York.*

Read and see what kind of plates that you are going to get for 48 cents, and not set them down as "cheap skates" because the price is so low, as right there is where you make a mistake. These are a lot of imported "hand-painted" plates in two designs, and are beautiful, as you will admit upon seeing them, and you never did or will buy them for less than \$1 each. We succeeded in getting 150

of these plates for a "special sale" and assure you that we are not making a cent on them, but expect to get our returns out of the advertisement that they will give us. Come and see them in our window, whether you buy or not, as they are worthy of a look.—*F. Crouse & Son, Mansfield, Ohio.*

An Irish beleeck *jardiniere*, showing a band of the delicate flower work in relief, which is the distinguishing mark of this very fine and dainty pottery, has been reduced to \$4.98, an incredible price for for so valuable a piece of artistic ware that is useful and that is needed. Other values in the China and Crockery Store are equally surprising and are worthy to be called real bargains.—*Abraham & Straus, Brooklyn, N. Y.*

Country suggestion and a *jardiniere* bargain. A *jardiniere* shaped like a gipsy kettle with three peg feet shows a crowing and strutting rooster and admiring hen. The farmyard-like decorations are brilliantly colored in black, yellow, red and green, and the kettle feet are green, all of which show up well against the deep cream color of the foundation, \$2.49 is the price. This is but a single hint from the Crockery store, where is the biggest assortment of *jardinieres* to be found anywhere and at the lowest prices.—*Abraham & Straus, Brooklyn, N. Y.*

China for decorating just one-half price. We will place on sale our entire line of plain white china for decorating in French and German ware at half price. There's plates, bouillon cups, chocolate cups, after dinner coffee cups, tea cups, sugars, creamers, chop plates, celery trays, steins, vases, fern dishes, salad bowls, cake plates, etc. Now, there's no question but what these will sell quickly. It's a rare chance. It will be accepted promptly, so come early. Sale closes to-night. Early morning buyers to-day will secure the choice pieces.—*The Crews-Beggs Co., Pueblo, Col.*

Sale of China. To-day on big main floor table there will be displayed a lot of fine china which will sell at 50 cents each, although most of the pieces are worth double and many three times the sale price. Included are Haviland plates in several new decorations, also hundreds of pieces of Hohenzollern Austrian china in beautiful patterns—as well as a splendid assortment of footed compots, candlesticks, cake plates, comb and brush trays, card holders, pitchers, plates salads and cups and saucers. Your choice to-day, on main floor.—*Schuneman & Evans, St. Paul, Minn.*

CROCKERY AND CHINA



Half price sale fancy Japanese ware. A large shipment of fine fancy Japanese ware consigned to a "Frisco" importer, but who, on account of the unsettled conditions of business affairs in that city, was unable to accept these goods; the entire shipment was forwarded to "A Hamburger & Sons" without further expense other than the actual cost of import duty plus a very small fraction of the manufacturer's cost, which enables us to offer them to our customers at a third to a half of their regular worth; these are the genuine Japanese goods, and include the following wares: Bishiu, Hechiyako, Imari, Iryo, Satsuma, Daimiuyo, Rorima, Hanatate, and Kunitoni.—*Hamburger's, Los Angeles.*

Teco pottery, the gift of gifts. The mastery of line which distinguished Teco establishes this ware as America's most serious contribution to the world's permanent art. Its livable green tone is symbolic of cleanliness and purity, making it especially adapted for home decoration and well suited for personal wedding gifts. Teco ware ranges in price from \$1 to \$35. We have it in all shapes. See our window display.—*LeBron Jewelry Co., Montgomery, Ala.*

There are two special business opportunities open to our customers at this time. One, the opportunity to buy beautiful fancy crockery at one-half to two-thirds the usual prices. This means that gifts bought now for whatever purpose, will pay large interest on the investment. The coming whist tourney, the birthday remembrance, the June wedding, all may be provided for at substantial savings. Vases, chocolate pots, deep dishes, Japanese ware, decorated plates, etc., are all selling at cost or less. The holiday bargain tables show remarkable reductions.—*C. F. Wing, New Bedford.*

Remarkable offers in china and cut-glass. From the factory to the home. The Abraham & Straus china and cut glass stores have more china and glassware in reserve and on sale than any other two stores in Brooklyn. They may be considered as the salesrooms of the world's best makers. In the ceramic centers of the Old World we have our potteries and in New York are our cut glass factories, so that our assortment is not only unequalled, but our prices, quality for quality, are, as a mere matter of course, considerably lower than those of other stores. Stock adjustments bring even lower than usual prices. We mention merely a few of the items that greet you in the new year.—*Abraham & Straus, Brooklyn, N. Y.*

## CROCKERY AND CHINA

Plates. In Pickard hand-painted china we are exclusive. No other store shows the line and no other hand-painted china compares with the Pickard. Plates range in price from \$1.50 to \$5.00. Vases, bowls, nappies, etc., in a great variety of decorations. Unusual admiration has been evoked by our large and remarkable showing.—*Geo. K. Munro, Jeweler, Grand Forks, N. D.*

All day Saturday 25c. That's half. Our special for to-morrow is as useful as it is beautiful—and that's saying a good deal. Some pitchers, cake plates, fruit bowls, nappies and chop plates, in the 6 and 7 inch sizes, of American china, with attractive cherry pattern decoration. These are well worth 50c. each, but to-morrow we cut the price in two—"two bits" each—for one day. When you come in ask to see the new arrivals in cut glass, rock crystal and Rookwood pottery—some very elegant examples for your inspection.—*M. Seller & Co., Spokane, Wash.*

Have you seen the Royal Bayruth Ware? It is quite the rage in the East. A beautiful decorative feature and decidedly serviceable, too. Represents all sorts of vegetables and fruits in dishes of every description, cups and saucers in shapes of apples, strawberries, etc.; pineapple-shaped cheese holders, a tomato mayonnaise dish, squash and pumpkin tea sets, watermelon and strawberry shaped pitchers. A lemon forms a handy little salt dish, while the red pepper answers for the pepper shaker, and so the story goes. These are all the go in the large cities, and we were able to secure only one assorted case, so you had better hurry.—*The People's Store, Tacoma.*

There is not a housekeeper within reach of this store who will not sit up and take notice when she sees this announcement. The Haviland potteries are known the world over as the source of some of the finest china made, and the patrons of this store, to whom we have sold many thousands of dollars' worth of this ware, well know of its excellence, not only in quality but in beauty of the shapes and the charm of the decorations. To get this splendid china so much under price is indeed a treat, and a saving opportunity that economical folks cannot well afford to let pass. Every piece of ware offered in this sale, which we begin to-morrow morning, is of first quality, and there are enough of many patterns to make up small sets, such as ice cream sets, lettuce sets, etc. Some of the attractive features are here listed.—*Hahn & Co., Newark, N. J.*

Rookwood pottery. Rookwood is different from everything else in the world and every piece of Rookwood is different from every other piece. Your neighbor cannot get a piece like yours. We are exclusive selling agents here for the Rookwood Potteries and we have just received some new and novel colorings.—*Geo. K. Munro, Jeweler, Grand Forks, N. D.*

The largest day of china selling that this store ever knew was Monday. Today's record will almost equal it—absolute results are unknown, of course, at this writing. What does such selling mean? First, that these broad Schipper & Block movements are watched for by the public. The people know that these trade occasions present extraordinary values that are real and positive. They know, furthermore, that the Schipper & Block March china sale is not a hurried-together jumble of odds and ends, but is a worthy economy opportunity that few housekeepers can afford to pass by.—*Schipper & Block, Peoria, Ill.*

Chinaware should be close to the heart of every good housekeeper, and, if so, now is the time, during this March sale of china to fill the china and glass cabinets. This sale offers extraordinary varieties and most exceptional economies. Counter after counter is filled with the choicest selections from both the very best American as well as foreign potteries. Once a year we create this extraordinary event, showing good dependable chinaware in every conceivable shape, size and style. Dinner and tea sets of all descriptions and everything else that is known under the term of crockery and glassware will be sold in this sale at prices that must appeal to the most economical pocketbook. Hotel, restaurant and boarding-house keepers cannot afford to miss this sale. The news of buying china at these prices should be just as welcome to them as finding money. The sale will start to-morrow morning and will continue ten days, but of course you must come early. It is likely that those goods that you desire the most will be picked up by some one who comes earlier. The items mentioned below will convince you that this sale is one of the greatest money-saving events for everyone who uses crockery, chinaware and glassware. Look at the following prices; they tell the story.—*H. S. Barney Co., Schenectady, N. Y.*

Lovers of the beautiful in decorative effects will find in the art plates which we have on display the highest embodiment of individual design. Many are ex-

act reproductions of celebrated paintings, and all are worthy of prominent places upon the plate rail. Very beautiful in treatment and artistic in design. Single plates or by the dozen.—*T. M. James & Sons, Brooklyn, N. Y.*

A few odd pieces of fine china add wonderfully to the beauty and elegance of the dining table, and no matter how complete your set may be, there is always a place for a pretty odd piece or two. Some exquisite designs are shown here of the finest French china.—*Dobbs & Wey Co., Atlanta, Ga.*

We bought hundreds of these single pieces of tableware—they were so pretty and the price was so low we couldn't resist the temptation. We knew we could sell them quick at 25c. each, for they are worth more.—*Jones Dry Goods Co., Kansas City, Mo.*

If you are going to be married, your friends will ask you what you want. Don't forget to tell them about the color of the dinner set you want and the color your room is going to be. In china you can spend lots or little, and always get useful things. We make a special spurt for display in wedding gifts.—*Cuddy & Brodeur, Montreal, Can.*

Regular 75 cents decorated steins 29 cents. We have just received a special lot of decorated steins that we are selling for 29 cents each. These steins are the regular 75 cent kinds, but owing to slight imperfections we were able to buy them so as to offer them much below half price. They make very attractive additions to the plate rail and the imperfections are very slight. They are nice enough to go rapidly even at 50 cents, but we bought them for the purpose of offering an interesting special at 29 cents and here they are. The collection includes a variety of colors and shadings, assorted shapes and sizes. The decorations include monk effects, elks, English hunting scenes, fruit, heads, the city gates of St. Augustine, Dutch scenes, etc. Some of the steins are of plain ware, some are embossed and some are finished with gold lines. We haven't many of a kind but there are many kinds and, of course, first buyers get the choicer of the many attractive designs.—*Kaufman's, Trenton, N. J.*

Beautiful china for Christmas gifts. In suitability for Christmas gifts the better grades of china rank high. Royal Crown Derby and Coalport especially so. Both prized the world over for their exquisite beauty of workmanship and coloring.—*T. Eaton Co., Winnipeg, Can.*

## CROCKERY AND CHINA



Christmas suggestions—*china*. No housekeeper ever had too many pretty pieces of china. She wants odd plates, odd bowls, odd cups and saucers, chop dishes, tete-a-tete ware, pitchers, bouillon cups, and all that class of attractive china that adds so much to her dining room equipment. Things that are at once decorative and very useful. They enhance the appearance of her table and have a distinctly stylish serviceableness. Give her a piece or set of china, if you would please her. We have the most artistic china in Atlanta. No question of it. Imported ware from French and English factories, chosen for perfect quality and artistic excellence. Cauldon, Coalport, Wedgwood, Pouyat, Dresden, Limoges, Seyres, Minton, Crown Derby—in fact all the reputable and beautiful kinds. From the smallest individual or odd piece to full dinner service. A great collection from which to choose for gift-purposes. Prices from less than one dollar to several hundred dollars.—*Maier & Berkele, Atlanta, Ga.*

Extraordinary offerings to select from. An unlimited assortment of *chinaware* and cut glass of exquisite beauty from one of the oldest and best makers. The variety is superb, brilliant, colorful, richly designed. Ours is one of the few retail department stores that import china and glassware direct, and we are one of the largest of those few. Our assortments are always extremely diversified, and our prices are always lower than any other importing retailer would consider profitable. The following are a few examples.—*Scroggie's, Montreal, Can.*

Do you realize that most women prize their pieces of flashing, scintillating cut glass above all else that graces their tables or sideboards? And that they always want another bowl, or pitcher, or jug, or dish? Doesn't that set you a-thinking? Here's a wonderful gathering of perfect cut crystal. And here are a thousand and one exquisite bits of china. Even a very little money will purchase much of real value. Dinner sets, odd pieces, lamps, are all included.—*The Stone, Fisher Co., Tacoma, Wash.*

*China* prices to delight housewives. Make any comparison you can think of. The deeper you dig into the chinaware facts, the firmer will be the truth in your mind that this store's prices are lowest and that the grade of ware is unusually good. Read these crisp bargain truths—then come Tuesday prepared to save money.—*Jones Dry Goods Co., Topeka, Kan.*

The crockery section presents an elab-

#### CROCKERY AND CHINA

orate display. All the art centers of the world have been searched through and through in the gathering of these beautiful art pieces now assembled in our crockery section. The whole range of ceramic art is represented broadly, lavishly. Of Russian hand beaten copper we have probably the largest collection to be found in any establishment in the Pacific northwest; selected under the most advantageous conditions for choicest designs and lowest prices. There is a companion collection of pedestals, in classic and modern designs. There is a magnificent collection of hand-painted vases and other pieces—all our own selections direct from the most famous decorators. Never before have we had such a superb collection. There is a broad variety of Haviland plates in crested gold design, Coalport Royal Dresden and Royal Netherland plates in splendid variety of most artistic beauty and wide scope of treatment. There are striking art nouveau designs in pottery. The collection of cut glass includes many small, dainty pieces that are quite inexpensive, as well as a splendid variety of most elaborate pieces. The display of electric reading lamps includes designs suitable for library, parlor or living-room. The main aisle exhibits some of the most striking designs. The art section of this store invites you, and is royally, royally ready to entertain and delight its visitors. Special price inducements on fine goods for this week.—*Tull & Gibbs, Spokane, Wash.*

Handsome French *china* as gifts. As gift suggestions of a practical character there are few to take precedence over this lovely Limoges china, either by single piece or complete set. The exquisite colorings and artistic designs and patterns of this beautiful ware represent the highest achievements of those celebrated French potteries.—*T. Eaton Co., Winnipeg, Can.*

This extraordinary sale in high-grade dinnerware is causing great excitement in Winnipeg. The entire assortment came through the fire. Not a single dozen but is damaged, or in some way it doesn't look like new, and comes in under the low fire-sale price. Copeland's dinnerware is the very finest grade of English manufacture. Every home should obtain some of these splendid lines, at unheard of fire prices. Stacks and stacks are available—immense quantities were stored in the burnt warehouse. Of course some are more soiled and require more washing than others, and it will pay well to make an early selection.—*Hudson's Bay Co., Winnipeg.*

Styles change in *chinaware* as well as in other things. The leading manufacturers are constantly evolving novel shapes and new decorative effects. Our stock reflects the best talent of the potter's art and new creations from the foremost potteries of the old world are gathered here for your choosing.—*Dobbs & Wey Co., Atlanta, Ga.*

Souvenirs—imported and hand-decorated china. We have, through a leading New York importer, secured a beautiful variety of English decorated plates from the famous potteries of Henry Alcock & Co., W. L. Grindley & Co., Alfred Meakin, Ltd., John Haddock & Sons, and others, together with a unique variety of Japanese hand-decorated *china*, consisting of bowls, bon bon dishes, creamers, bread and butter plates, cups and saucers, pitchers, egg cups, nut bowls, etc. The English plate decorations include green Alhambra, green Esmond, pink rose, white and gold shamrock, green Ormonde, flow blue Granada, etc. Every article in the collection is valuable for practical every-day use and each one appropriate for house decoration. Ladies, you will be amazed at this unusual offer when you see the articles and contemplate their intrinsic value. Everybody will agree with us, however, that mementos of this character cannot be distributed indiscriminately, hence choice of all these articles will be restricted to purchase of 50c. and over in any department. Everybody welcome from 8 a. m. to 5:30 p. m. Friday, May 3d.—*The McWaters-Dolan Co., Cleveland, Ohio.*

Beautiful *china* richly decorated dinner and game sets, individual pieces and novelties in ceramics. Our china, glass ware and bric-a-brac departments on the third floor, Market Street front, are a veritable treasure house for the seeker after handsome Christmas gifts. Here you will find stupendous stocks of thousands of beautiful articles. To-day we call special attention to the exquisitely decorated china. Nothing adds so much to the Christmas cheer of a dining-room as a beautifully set table—and in dinner sets we have a variety that is not equaled in this city for design, beauty or price.—*Lit Bros., Philadelphia, Pa.*

Like most every manufactured article it has its imitation. The reduced prices we have placed on this line during the removal sale may seem too cheap for the genuine cut, but here is just the difference—the cheap quality price on the good quality cut which means a great saving for you. Look over your collection and see if you do not need some

particular piece or perhaps you have a wedding or other gifts to buy.—*P. G. Diener, Harrisburg, Pa.*

A remarkable sale of *china* cups, saucers and plates. No more striking instance could be given of the unrivaled values which have this season distinguished the Loeser china store than this splendid offering of fine china cups and saucers and plates which will be made here to-morrow. It is not a clean up of odds and ends. It would be noteworthy enough if it was. But these are plates, cups and saucers which even here have been sold for the full prices; which, in many instances, cannot be matched even for the full prices outside of this store.—*Frederick Loeser & Co., Brooklyn.*

Immense sale of Japanese china at half price. China, as you know, is not one of the regular lines carried by us. Stocked only for the Christmas selling, and as it's not our policy to carry any goods over, we have decided to place the whole lot on sale to-morrow at prices that will make a quick clearance. Lovely decorated china in cups and saucers, bon bon and olive dishes, nut bowls, salad and tobacco jars, trinkets, etc., on sale Friday at one-half marked price.—*R. McKay & Co., Hamilton, Can.*

If there is a possible criticism to be made of this fancy china stock, it would come from the bewildered shopper who finds too great a variety here to be able to decide on which is the most attractive among so many beautiful styles and decorations. Perhaps never before has there been such a splendid selection anywhere as we offer in these pretty holiday pieces at the present time.—*Wanamaker, New York, N. Y.*

Our direct imported patterns in French, English and Austrian *china* are from the foremost manufacturers and are selected from their most artistic designs. Many of them are shown nowhere else except in this store, and the collection on display here embraces only the best quality wares as well as the most desirable patterns. Special designs or monograms are made to order and sets are made up of any number or variety of pieces.—*Dobbs & Wey Co., Atlanta, Ga.*

Chafing Dish *China*. On Ridgway's good English porcelain in half-tone effect, under-glaze, are put illustrations from "Coaching Days and Coaching Ways"—quaint English country scenes. There are two shades of warm brown and each piece is edged with a pure silver band. For the chafing-dish supper in den or studio nothing could be better.—*Frederick Loeser & Co., Brooklyn.*

#### CROCKERY AND CHINA

Beautiful Haviland china in stock patterns. That's the great beauty of a stock pattern, those who would not feel warranted in buying a full set of Haviland at one time—can build up the set piece by piece and hardly notice the expense. This stock pattern is handsomely decorated with clusters of natural colored purple violets and green leaves. The edges and handles are richly finished in heavy gold.—*The T. Eaton Co., Winnipeg, Can.*

In our crockery department are to be found some of the best examples of the crockery maker's art. We have the Haviland, Bassett, Carlsbad and the Austrian. The former are shown in the most exquisite tints and decorations. Whatever style you may wish you are sure to be pleased with the assortment that we can show you.—*Goble, Pratt & Robbins, Spokane, Wash.*

Great selling of pretty chinaware. Many new arrivals are now here. Artistic designs are predominant in this section. All are pretty. The matter then resolves itself into a question of choosing.—*Jones Dry Goods Co., Kansas City.*

The new patterns and shapes in fancy china, handsome and attractively priced. Housekeepers who wish new pieces for their own use as well as those who are seeking dainty pieces for gifts for friends, will enjoy looking over the two collections.—*Wanamaker, New York.*

Our experience of many years has given us a pretty correct idea of the sort of dinnerware in greatest demand among furnishers of summer homes. With this knowledge of the popular desire our china buyer made special arrangements for unusually large quantities of dinner sets that had the beauty and serviceable qualities desired, and which, by reason of his vast orders, he could secure at little more than half their original cost. They are one-hundred piece dinner sets of American porcelain, in pretty floral decorations, each piece with gilt edges. Each set contains the exceptionally large pieces such as soup tureen and three large platters.—*John Wanamaker, New York, N. Y.*

These are the most extraordinary values in the history of china retailing, for the prices we quote are less than you'd have to pay for common white china dinner sets. There are only a hundred sets altogether, so you'd better be here on time. This is a splendid chance for folks looking for appropriate wedding gifts or replenishing their own china closets to get something extraordinary.—*Bloomingtondale's, New York.*

## CROCKERY AND CHINA

The Japanese china included in this sale is of the finest grade. It is from Tokio, Imari, Ausata, Kaga, Modern Satsuma, Moriagi, Tajimi and Sedji. In beauty and desirability it ranks with the best of French and Austrian china. At these prices you should have all you want.—*14th Street Store, New York.*

Have you ever inspected our exclusive China and Crockery Store? It will pay you to do so. We carry the finest lines of fine China, Cut Glass, Pottery, etc., in the northwest, in connection with the "Store that Saves You Money."—*Boutell Bros., Minneapolis.*

Here's a tempting tableful of pretty, individual pieces of Fancy China from Austria; in bright flower decorations with gold; at out-and-out reductions ranging from a quarter to one-third.—*Wanamaker, New York, N. Y.*

You cannot imagine anything much daintier than this French china; it is prettily shaped and scattered over its surface are the daintiest of tiny blue roses. The edges and handles are lined with burnished gold. And then it is genuine French china, received direct from Limoges, the home of the finest and best.—*S. E. Kaufman, Trenton, N. J.*

Among the fresh arrivals from the china markets of France and Austria, there are no more pleasing designs than those embodied in this special lot. Careful attention was given to the securing of the broadest range of novelties and table pieces.—*Mandel Bros., Chicago, Ill.*

We have made sharp reductions throughout our basement stocks of china and glassware, thereby creating buying opportunities of the rarest sort. Stock-taking time is not far distant, and we count upon you to help us by helping yourself to the remarkable economies in dinner sets, and dozens of china and glass pieces, toilet wares and novelties widely varied. Details of a few must serve as a guide for all.—*Macy's, New York.*

To serve a repast in daintiest china is but another way of inviting the appetite. That's a first plea for pretty china. But the housewife likes to have her china closets full of it, taking pride in her collection. We suggest clearance time as the right time for the economic housekeeper to invest.—*Joseph Horne Co., Pittsburg, Pa.*

An extraordinary opportunity to pick up desirable odd pieces for a small sum. Expecting an increased business we have carefully arranged the tables to facilitate selection.—*Marshall Field & Co., Chicago, Ill.*

Show off your china.—What is the use of having pretty china and hiding it away in some corner? Buy a plate rack at the Rookery—costs but \$1—makes china show off.—*The Rookery Jackson.*

Have you seen this white Austrian China? It is very modestly priced.—It is as dainty as can be, the shapes are odd and pretty, and around the edge of each dish is a tiny beaded border of white. You can buy it either by the whole dinner set or by the single piece. We import it direct from Austrian maker, save the profit of the "middle man," and sell it to you cheaper than other stores.—*Kaufman's, Trenton, N. J.*

Dinner sets. Exclusive designs. To attempt an individual description—in this limited space—of their merits and loveliness would be practically an impossibility. You must see them, get the prices, which will more than delight you, then you will realize that nowhere else in Utica can you provide such.—*W. E. Gray, Utica, N. Y.*

Here is some of the best news of these beautiful wares that we have told of in many a day. It is unusual to have such offerings at this time in spic-span new goods, but some fortunate arrivals make it possible to present them, and straightway they go to you. Housekeepers who are buying furniture can add still further to their August economies by selecting from these four groups of dinner sets, this fascinating collection of china, and the brilliant array of cut glass, many pieces of which are entirely new designs, not previously shown.—*Wanamaker, New York.*

We are closing out fine open-stock dinner set patterns—some half price, others one-third less. Not the cheap American ware, but finest Royal English porcelain. There's flower sprays, dark blue and green designs, in fact, all kinds—some one of these will go nicely with your dishes. You can buy a set or any odd pieces you need. But they are going fast—better come quickly.—*S. Sternheim & Son, San Francisco, Cal.*

An interesting story for thrifty housekeepers. We'll let you judge of the quality and prettiness of the pieces. We have a word to say about the cost. The former prices of these pieces were very low—and, from these low prices, we have made these still more remarkable reductions. The opportunity is one for appreciative money-saving housekeepers—and the chance for economy is as clear as crystal.—*John Wanamaker, New York, N. Y.*

If you need china here is your chance.

## CROCKERY AND CHINA

There isn't anything we could say that would bring the fact too emphatically to your notice that this store does offer the very greatest inducements in its china and crockery department. Not only are the prices low, the pieces and sets offered are of high quality and beautiful finish. No matter whether you need one piece, a couple of plates or cups and saucers, or a complete dinner, game or fish set—it's here, better than elsewhere and for less money. That's a broad statement but facts substantiate it.—*O'Neill's, Binghamton, N. Y.*

Your wife happy and the table attractive with a selection from our beautifully decorated dinner sets. You not only have this magnificent assortment to select from, but are assured that whatever price you pay, you are getting good material.—*H. Dinwoodey Furniture Co., Salt Lake City, Utah.*

Some cool-looking lettuce-leaf ware is in the China Store—china, of course, but you almost think you are eating off the lettuce leaves themselves. The right color is there and so are the veins of the leaf, and the shading. Nice for luncheons or out-door suppers on a hot day. The idea and the original ware came from Italy; this is American and about a quarter as much as the other.—*Wanamakers, Philadelphia, Pa.*

Hints of wedding gifts.—When the wedding gifts are all spread out, china, cut glass and like wares are always liberally represented. The needs of the future china closet are of prime importance. The crockery store is rich in suggestions of giftable things that couple serviceability with daintiness and beauty.—*Sibley, Lindsay & Curr Co., Rochester.*

Every week we endeavor to offer a new and attractive array of special values in the basement, where the china, crockery, cut glass, and house furnishings come to us and go out to our patrons in endless procession. This week we feel we have done even better than usual, as our friends doubtless will be quick to observe. Furniture and other departments also offer choice values—and there is satisfaction in knowing that everyone of them is honest and true.—*J. N. Adam & Co., Buffalo.*

If you appreciate fine tableware you cannot well afford to miss this sale. The reductions in every instance are unusually generous, many of the choicest pieces being marked at one-half of former prices. Included are the very finest specimens of French cut and engraved glassware and richly decorated china plates, cups and saucers.—*Dulin & Martin Co., Washington, D. C.*



Please take a peep into our show window, and observe the beautiful French china, and the way we have marked it down in price. It is seldom that such bargains are ever offered on such delightful china. They will last but a few days more, and we urge you to take advantage of them while such beautiful pieces are here.—*C. H. Case & Co., Hartford, Conn.*

Cheap crockery, that is, if you consider half price cheap. And good American semi-porcelain, at that, with attractive decorations. We've many other pieces at equally big reductions.—*Tull & Gibbs, Spokane, Wash.*

A splendid opportunity to buy some nice dainty china at insignificant prices. They are beautifully decorated in gold, flowers and scenery.—*Hudson's Variety Store, Washington, D. C., Feb. 22, 1902.*

Several large tables are laden with beautifully decorated fine Limoges china, containing all the useful articles for table use, as well as garniture for the sideboard or china closet.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Why not pitch into china at these prices? Especially as the array of beautiful sets and pieces includes absolutely new patterns never shown. We want to prove to women who may never have visited our china store that they will find as good and as beautiful china service here as is shown and save money on every article.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

A hundred and thirty thousand dollars' worth of china and kindred goods spread out for inspection—two-thirds of an acreful on fourth floor. That space overflowed, and this week we hold half The Thoroughfare on first floor as an annex. Not everything is reduced; but very nearly half the items are—and are plainly and exactly marked. This is a sale on the same broad lines as the furniture sale—and, like the furniture, the china store has been recently lifted to a new plane of helpfulness and service-giving. And how the business bounded! Why bargains just now? They're planned—stocks that the pot- ters must clear up and lines that we must readjust. We simply steered the tendency into this month. We could have done the same in January or April—but as it can be done but once in a half-year we choose February—to-day. Present and prospective china buyers are invited—the prospective ones asked to plan quickly before the urgent ones pick up all of the best.—*Gimbel Bros., Philadelphia, Pa.*

CROCKERY AND CHINA

The Pottery Association of America—located at East Liverpool, Ohio—so called trust, that started out to regulate the prices of American-made crockery, found themselves up against a stone wall. The crockery didn't break—but the trust did—and their splendid stock was thrown on the market at appalling prices. Our buyer went to East Liverpool and bought two solid carloads. This was a month ago. The cars arrived Friday—and the sale will begin to-morrow. The details speak for themselves. It is plain white porcelain—the sort that is used in the better class of hotels and restaurants. It is equally desirable for common everyday use in the home and for summer cottages and boarding houses.—*Adams Dry Goods Co., New York, N. Y.*

The beauty of Rockwood Art Pottery is not alone in its wonderful glaze; it's in the artist, whose genius shows itself in graceful, individual shapes and who arranges the various colors so that Persian red, olive green, rich browns and golden yellows all blend into each other perfectly. Then, too, he paints the flowers and designs as fancy leads him, so that you'll never find two pieces just alike.—*Glenny's, Rochester, N. Y.*

A good many people will be surprised to know that the bulk of the dinner sets purchased for this September sale are china.

Above \$10—with one or two exceptions—there is no stoneware.

The opinion is current that in order to get an inexpensive dinner set it is necessary to get porcelain or stoneware. But the tremendous buying power of this store makes it possible to sell good china at the prices of ordinary stoneware.

In china sets, the glaze and the body are fired into one another. When a piece of china is broken, you will find the under part the same color as the top. And the glaze holds and keeps.

Stoneware, on the other hand, has the glaze and body fired separately, and there is always danger of the top layer cracking, or crazing, as it is called.

But porcelain in this sale is always sold for porcelain and china for china. You will know exactly what you are getting.—*The Wanamaker Store, Philadelphia, Pa.*

Every woman who has a beautiful set of china or queensware likes to have other people know it. She needs a china closet for her dining-room, and for all they cost they return a big per cent. in satisfaction and economy as well.—*The Boston Store, Winchester, Ind.*

We are offering remarkable values in new Austrian china by reason of having fortunately secured a large assortment at a special price. Each article has been marked at the very lowest consistent figure.—*Schlesinger & Mayer, Chicago, Ill.*

Lenten china—cut in prices. Substantial reductions in fish sets and oyster plates in Limoges, Carlsbad and Haviland china.—*Abraham & Straus, Brooklyn, N. Y.*

China opportunities to be grasped. Opportunity frequently makes the man—but he must be alive to it. Here are opportunities for china, glass, lamp and bric-a-brac buying which mean big economies if you are alert and take advantage of them.—*Kaufmann's, Pittsburg.*

Need a dinner set? There's a strong reason why you should purchase it here to-morrow, and that reason is—Economy.—*Kaufmann's, Pittsburg, Pa.*

Dinner and toilet sets reduced.—All sorts are included, from the finest Limoges down to the ordinary porcelain ware. Hence, every want in china can be met—and at a big saving from heretofore prices. Now's the biggest economy time of the year—accordingly the best time to buy.—*Kaufmann's, Pittsburg, Pa.*

Tea pot sale.—“Polly, put the kettle on and we'll all have tea.” Here is a special sale of English jet tea pots that will interest you. They are beauties, with hand painted decorations, all sizes and shapes. The collection is the finest ever shown in Saginaw, and at the prices they are great bargains.—*H. Watson & Co., Saginaw, Mich.*

Specials in dinner and toilet sets.—If you've longed for a new dinner or toilet set, now's the ideal chance to indulge your wish, as we've materially lowered prices on a considerable portion of our stock.—*Kaufmann's, Pittsburg, Pa.*

There's a disturbance in china.—We

are not referring to the Chinese empire, but to our china store. There's a big price upset going on. The chief has ordered a bold charge on all odd lines, and they must give way to the fire of cut prices. Our china store to-morrow will be a veritable scene of massacre (price massacre), the sort that profits you very greatly.—*Kaufmann's, Pittsburg, Pa.*

Best potteries of France and Germany made the china. It's the exquisitely decorated which was used to tempt trade.

Each design is a masterpiece. Best china decorators known conceived them. The ware is unexcelled for home use or house decoration. Lovers of fine china will find this an opportunity we can't promise ever to repeat. We've never known of anything quite as good before. Can you realize what it means to buy ravishingly beautiful china at prices starting at 10c? Read what's included in the lots.—*Siegel, Cooper & Co., Chicago, Ill.*

Dinner sets.—Thanksgiving is coming next month, remember. Better see our new dinner sets now.—*Bliss & Nye, New Bedford, Mass.*

When buying cut glass why not get the best? You pay no more for it here than some ask for “seconds.” China Hall.—*Geo V. Millar & Co., Scranton.*

Here's the season for dinner parties. Are you ready? Don't you need a few pieces of china or glass? Wouldn't a bonbon dish of fine American cut glass, in brilliant deep cutting, make a corner of your table shine? And don't your eyes shine at the price?—*The Fair, Chicago, Ill.*

Have you an eye for things artistic? If so, this captivating array of choice jugs ought to please you greatly.—*China Hall, Scranton, Pa.*

CROCKERY AND CHINA

## CURTAINS

Figured muslin for curtains.—Fleur de lis and bow knots are two of the particularly pretty patterns we have in muslin curtainings by the yard. Then we have a lot of new dotted designs in various sizes. The quality of these muslins is excellent.—*Burke's, Rochester, N. Y.*

Draperies and curtains.—If you are looking for exclusiveness, novelty and beauty, if you are looking for variety and moderateness of price this big curtain and drapery department of ours will interest you. The fall stocks are now complete and fairly bristle with novelties in fine laces, beautiful portieres and lovely draperies of all sorts and descriptions, all the latest tapestries, velours and other materials for fine upholstery and drapery work.—*The Los Angeles Furn. Co., Los Angeles, Cal.*

Point de Calais curtains at half-price.—The Frenchmen have brought out a new style of lace curtain that is after the character of the Irish point and Tambour net, though distinctly different, and certainly, in some ways, better. The patterns are pretty and effective. A collection of these Point de Calais curtains was among the surplus stock of an importer, and we secured them to offer you to-day at just half-price. The variety to select from is very broad; and the opportunity to secure at little cost curtains of distinctly new and effective character will be pleasing to all thrifty and tasteful housekeepers.—*Wanamaker's, New York.*

Whirlwind sale of lace curtains.—*S. Kann Sons & Co., Baltimore, Md.*

So many splendid things—and by that we mean good laces at very small prices—are crowded to get at your eyes that it's hard to pick and choose.—*Wanamaker's, Philadelphia, Pa.*

Lace curtain specials.—Don't you think it's about time you bought some new curtains for those windows? Surely never a better time than now since we are offering some very special inducements for Monday. Come in and see them—here's a few—gives you an idea of others.—*Freimuth's, Duluth, Minn.*

Lace curtains. An importer's clean-up. Spic-span-new, fresh, perfect goods just recently received from one of the largest and most reliable importing

houses in the trade. Enough to make quite an important sale for this quiet month; but a mere drop in the bucket for the importer to take a loss on. The lot includes all the more important kinds of lace curtains; the patterns are of the highest character; and the variety is exceptionally broad. You may select your fall curtains with quite as much satisfaction now as later.—*Wanamaker's, New York.*

Monday—Just at a time when they are most needed comes this unusual offer of lace curtains at one-third and half their regular prices. The lots range from 1 to 3 pairs of a pattern. Some lots, including the soiled samples, consist of high grade Scotch net weaves, corded Arabians, real Arabians, Swiss and Brussels points, bobbinet and ruffle curtains.—*Golden Rule, St. Paul.*

A grand May sale of lace curtains. This sale is the result of the largest and most successful spring business in the history of our lace curtain store. The demands have been enormous. Lines consisting of hundreds of pairs three months ago are now reduced to six or eight. Of course we have sent in another order (will be here in a day or two), but before it comes we're going to startle the lace curtain trade with a three-day sale, the like of which has never before been seen here.—*John Breuner Co., Sacramento, Cal.*

You can save almost as much as you pay on every pair you buy—they are priced at almost half for to-day's sale. These curtains are made of heavy bobbinet, with real Battenberg insertion and edging—real Battenberg in a 95c curtain! The body of the curtain is fine English net, in white or Arabian. They are 2 1-2 yards long and 40 inches wide. As shown in the picture herewith, the ruffles are good and full. All in all it's a bargain at \$1.75, but to-day—think of it—to-day they're priced, for a pair, at just 95c.—*Jones Dry Goods Co., Kansas City, Mo.*

These splendid wearing diamond net curtains were specially purchased at a very low price. In addition to this, we have shaved our own profits to the disappearing point in order to make them doubly attractive.—*Thos. C. Watkins, Hamilton, Can.*

CURTAINS

In the lace curtain department we are offering some particularly dainty things just now. The new goods, fresh from the looms, are being shown in a large variety of pretty patterns and novel designs and colorings. Cool looking, restful and satisfying to the eye and sense, they are particularly appropriate for summer use, whether it be in city mansion or summer cottage.—*Adam, Mel-drum & Anderson Co., Buffalo, N. Y.*

Just for Friday only you can have any odd pair of curtains in stock at a third less than the marked price. This offer includes every variety of curtain known to the trade. We have too many in pair lots. Some patterns are very similar to each other.—*Barker Bros., Los Angeles, Cal.*

The best possible time to buy lace curtains. This very day. For you're amply repaid for selecting now the lace curtains you'll need a little later on, by the savings of a third to a half on the handsome new curtains that compose this splendidly broad sale. Thousands of pairs are in the gathering, including all the most popular sorts—the remainder of this season's stock from one of the best importers.—*Wanamaker's, Philadelphia, Pa.*

A magnificent collection of curtains at about half price. Think of doing an average week's curtain business in a single day, and repeating the process day after day for three weeks with patrons increasing, and with a stock kept full and complete by the almost daily unpacking of fresh cases of beautiful window draperies—that's our record for April.—*Mandel Brothers, Chicago, Ill.*

The biggest bargain in lace curtains you will see this season. What do you think of getting curtains worth \$3 a pair for 50c a pair? Would you call that a bargain, or would you say it was more than a bargain—a Malleyism?—*Edw. Malley Co., New Haven, Conn.*

Cluny curtains. Lowered prices on one lot of cluny curtains will save a third or more. The body of the curtain is plain French net, with edges and sometimes insertions of cluny lace—not quite so open as you usually expect in cluny, but prettily woven in small designs.—*Taylor's, Cleveland, Ohio.*

Rousing curtain sale. The entire stock of the Pennsylvania Lace Curtain Mills, amounting to \$35,000, at prices heretofore unknown in the curtain business. Don't miss this chance to renew your curtains. Our curtain department has been moved into enlarged quarters on

the third floor where this sale will be held.—*Rothschild & Company, Chicago, Ill.*

Summer curtains for summer days. The air seems fresher and the room brighter when the summer curtains go up. We never had so great a variety to choose from. A great many of the patterns were made to our exclusive order and are not shown elsewhere.—*Wanamaker, Philadelphia, Pa.*

Fine Nottingham lace curtains interestingly priced. This is a very large and handsome collection of Nottingham lace curtains, all marked at prices that are bound to attract housekeeping women.—*John Wanamaker, New York.*

Another week of our great curtain clearance. The curtain chief is pitiless. As he goes through box after box and shelf after shelf, he continues his stern reductions. One-half and one-third off is the rule. Not 1-100 of the bargains are mentioned here. Come to the store any day this week—but the earlier the better—and you'll find a bargain harvest far beyond your fondest expectations.—*Rosenbaum Company, Pittsburg.*

Lace curtain bargains for May buyers.—We have made great preparations for the usual large demand which always comes at just this season of the year, when moving and general refurnishing are in vogue, and we are now offering many extraordinary bargains in lace and muslin curtains and curtain materials by the yard. From the very inexpensive grades to the more elaborate parlor curtains we show an almost unlimited variety, and for equal values our low prices cannot be duplicated. Three very special lots at saving prices: Fine parlor curtains, comprising a splendid line of patterns in Battenberg, Brussels and Arabian laces, at a saving of about one-third—per pair, \$15.00.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Made of excellent Swiss muslin, in ten different patterns—dots and figures—spic-span-new, nicely made, with plain ruffle—style shown in picture. Forty inches wide, three yards long. No need to tell housekeepers now desirable they are for decorating summer homes. You'd count them excellent value if we asked a dollar—yet they are only 75c a pair.—*Wanamaker, New York, N. Y.*

Fresh lace curtains for the window? If you're thinking of them, let these two offerings tempt you into immediate action. The curtains involved are spic-and-span, crisp and fresh; and marked at about two-thirds prices.—*Wanamaker, New York.*

CURTAINS

Heavy curtains.—Several patterns at special prices.

Some kinds we shall discontinue; others the color assortments are broken. Some of the latter will be renewed, but they are going to cost more when we have them again—a good deal more.—*Wanamaker's, Philadelphia, Pa.*

Here are dainty, fresh, durable lace curtains for dining-room, parlor or bedroom. And such an assortment—few stores show half so many.—*Robert Wright & Co., Brockville, Ont.*

Swiss curtains, pair 48c. Thrifty housewives cannot afford to overlook these. The public has learned that we mean just what we say when we advertise an article underpriced.—*Jones Dry Goods Co., Kansas City, Mo.*

Have you seen those fine Dowie curtains? Thousands of pairs direct from Zion City are on sale at a saving of fully one-third. Crowds stop to inspect and admire the handicraft of the Zion City lace industries, on exhibition in one of our Grand Avenue windows. Crowds are coming to the great fourth floor intent on sharing in the wonderful values offered in this big sale of the best lace curtains made in America.—*Boston Store, Milwaukee, Wis.*

Even now fall patterns are beginning to come and while it's doubtful if they are prettier than the old, yet the spring and summer styles must go and at sharp price reductions—to make room for the new, if for no other reason. You may search Kansas City from end to end but you will find no better values than these.—*Geo. B. Peck Dry Goods Co., Kansas City, Mo.*

A bonfire of curtains.—*Barker's, Los Angeles, Cal.*

A July curtain storm.—*Krauss, Butler & Beyham Co., Columbus, Ohio.*

Snowflake curtains—the very name makes you feel cool.—*Wanamaker's, Philadelphia, Pa.*

We have just received from the mill an enormous stock of white and Arabian lace curtains, all new 1903 stock and patterns. No old, stale, discontinued patterns. They are all new designs every one first-class quality in every respect from start to finish, and at very low prices, quality considered. Come and see for yourself.—*Roberts Bros., Portland, Ore.*

Dainty curtains.—This famous section of our store has a few superlative offers to make in the brightest, freshest, newest and most demanded textile decorations for homes. Every artistic design,

every pronounced idea in curtains, is here in bulk, not in sample. These special offers are positive sellers. Don't miss them. They may not soon come your way again.—*Hahne & Co., Newark.*

Lace curtains. Don't skip our lace curtain and upholstery department. What woman doesn't want her home to look pretty with snowy curtains and beautiful portieres?—*Reynolds, Troy.*

An opera without music! Not pleasing. And windows without curtains! Cold, cheerless and uninviting. No hanging contributes more to the attractiveness of a room than pretty curtains. The prices need not be large. Permit us to show you the newest effects.—*Joel Gutman & Co., Baltimore, Md.*

A show of curtains for spring. And a curtain once won fame for its creator. It was a painting. The draperies so well depicted on canvas that the critic stepped to draw it aside. The curtain was the masterpiece. These are not paintings, to be sure. Fit, indeed, for art inspiration. The display is rich in reproductions of fine old European draperies. There is a notable reproduction of an old Gochique pattern. A beauty that a connoisseur knows is the reflection of an old renaissance velvet.—*Schiffer & Block, Peoria, Ill.*

Lace curtains. Hundreds of dainty airy kinds of curtains ready to put up when the heavy winter draperies come down.—*Hills, McLean & Haskins, Binghamton, N. Y.*

Lace curtains. A remarkable collection of stunning new imported creations for 1903! Dainty and effective designs that will delight the artistic eye—stylish to the last degree, beautiful beyond compare and priced low enough for anybody.—*Trorlicht, Duncker & Renard, St. Louis, Mo.*

Curtains. No wonder curtain buyers are coming here in ever increasing number. The stimulus is easy to find. It is the spirit of thrift. Our goods and prices are concrete expressions of the surest, safest and truest money saving—no matter how low the price may be, you'll always find qualities and styles right.—*Boston Store, Milwaukee, Wis.*

We have reinforced the stocks and invite you to another feast to-morrow. We believe beautiful curtains were never bought for so little. Let us show you these Nottingham and Irish Points.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

You save a third on these lace curtains and they're extra good, too.—*Siegel Cooper & Co., Chicago, Ill.*

## CURTAINS

Annual curtain sale grows in significance. Perhaps we won't be able to print news of the annual curtain sale each day. But there will be curtain bargains a-plenty for all every day this week. No matter what kind of curtains you prefer, you have only to come to this sale to secure them for less than you would expect to pay—and for one-fourth to one-third less than you would pay under ordinary conditions.—*Burke's, Rochester, N. Y.*

Early arrivals of the new spring curtains are coming along like the first robins, one or two at a time. Here is one you will be interested in. Don't miss it.—*J. V. Adams & Co., Buffalo, N. Y.*

These sample curtain ends are all assorted in mated pairs, with the exception of the corded Arabians, which are in pairs but not mated. These samples make most beautiful sash curtains, glass curtains or short curtains.—*The David C. Beggs Co., Columbus, Ohio.*

We have just gone through our lace curtain stocks, and picked out the small lots of one, two and three pairs of a pattern, which have been left during the spring selling. To-day they are grouped in three classes, according to the number. The single-pair lots are marked a third under-price, two-pair lots a quarter under-price and the three-pair lots a fifth under-price. The collection includes practically all varieties of summer curtains, presenting many, of course, that are desirable all year 'round.—*John Wanamaker, New York.*

For an artistic treatment of the average archway, you can use nothing better nor more effective than a pretty rope portiere. Such a hanging is light and dainty and the cost is much less than a festooned drapery made of some heavy fabric.—*John Breuner Co., Sacramento.*

If you are going to get some new curtains for your home this fall, do not miss seeing our splendid collection. A most useful aggregation of beautiful designs with makes and patterns suitable for the modest cottage as well as the most exclusive designs for the high class drawing-room.—*Thomas C. Watkins, Hamilton, Can.*

Broken lots are the long pole that knock some desirable lace curtains from their price perch.—*Chamberlin-Johnson-Du Bose Co., Atlanta, Ga.*

A small purse will go a long way in this curtain store just now. It is particularly good news at this season of the year, when the thought uppermost in the mind of the housewife is the recur-

ring of windows.—*Abraham & Straus, Brooklyn, N. Y.*

There are plenty of each pattern from which to make your selection—hundreds of different varieties. They include all lengths. Many of them are exquisite copies of Brussels, Irish Point, Renaissance and novelty effects. They come in handsome, bold, heavy patterns.—*Lit Bros., Philadelphia, Pa.*

Curtains and draperies add more to the appearance of a room than any other feature of its furnishings. We have just opened a magnificent stock of the newest patterns in Brussels and cable net, Battenberg, Irish Point, Arabian net, ruffled nets, Nottingham and ruffled muslins. Prices from 50c per pair up. You can find some beautiful curtains here at very reasonable prices.—*J. W. Smith D. G. Co., Leadville, Colo.*

Not in years have you had such an opportunity to buy lace curtains as cheap as you will get them during this sale. Limited space here prohibits the mention of more than a few of the leading numbers. Lots of choice styles in small lots will go quickly, so come early.—*Stone, Fisher & Lane, Tacoma, Wash.*

The housekeeper who desires to furnish her home attractively, yet economically, has a golden opportunity in this sale of lace curtains. Preparatory to making extensive alterations, we have blue-penciled all small lots of lace curtains to hurry them out to new owners. Can you resist these tempting prices?—*Minneapolis D. G. Co., Minneapolis.*

An especially attractive line of lace curtains and portieres at prices that meet any taste and pocketbook.—*Hills, McLean & Haskins, Binghamton, N. Y.*

The fact that it costs the manufacturer as much to make these curtains as they cost you is the reason exacting home-furnishers are losing no time in selecting their curtains and upholsteries, for they realize that an unprecedented event of this kind can last only a short time. The manufacturer has taken a tremendous loss to clear his surplus stocks, and when they are all gone it will be impossible to buy these excellent qualities at less than twice the prices that are making this sale the talk of the town.—*Simpson Crawford Co., New York, N. Y.*

These are pretty bobbinet curtains trimmed with real Battenberg and are made of the finest imported net, have deep, full ruffles trimmed with Battenberg lace and wide Battenberg lace insertion down front.—*Hamburger's, Los Angeles, Cal.*

## CURTAINS



Annual June sale of odd pairs lace curtains at 50c on the dollar.—Odd pairs Brussels. Odd pairs Irish Point. Odd pairs Scotch cable net. Odd pairs ruffled net, lace and Battenberg edge. Odd pairs corded Arabian. Odd pairs embroidered muslin. Odd pairs Nottingham lace. These curtains all at half price will be found in the basement curtain section.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Lace curtains at reduced price.—Our splendid stock of lace curtains representing so splendidly in its comprehensiveness the best ideas and products of the leading lace curtain makers of the world, has at this time an unusual number of odd pairs and patterns that are to be discontinued. In order to dispose at once of all broken lines price reductions have been made without stint, and lace curtain buyers will be sure to profit by a visit to this section on the fourth floor.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Thrifty housewives, wideawake rooming-house and hotel-keepers, as well as public institution superintendents, will profit by attending this important event—Rhodes Brothers' semi-annual stock-adjusting sale. We shall be extremely busy, as these curtains are extremely high-class and prices are cut to the quick for rapid selling. Every visitor to this sale may share the wonderful savings, as every item is a bargain even at the regular price. What must it be at about half?—*Rhodes Bros., Tacoma.*

You're going into winter quarters now, fixing up your home as cosy and comfortable as you can, aren't you? Heavy curtains are among the foremost requirements. There's a draft here or there that you want to cut off, not to mention the air of beauty they lend to your apartments.—*S. P. Dunham & Co., Trenton.*

To-morrow we will be prepared to show the fall lace curtains, including all the newest effects in Point Arabe, Point de Paris, Irish Point, Madras, Renaissance and Nottingham. Interesting as will be the beautiful display (the finest even we have ever had), we will make it more so by the special price inducements.—*Abraham & Straus, Brooklyn.*

For the lover of fine, sheer, dainty curtain there's nothing to compare with the Brussels lace. These are exquisitely hand wrought on Brussels nets. The designs are marvels of beauty and you save one-third to one-half.—*Simpson Crawford Co., New York, N. Y.*

Dainty ruffled muslin curtains at \$1.25 a pair. You would have to pay that

for the material alone. The secret of the low price is that we bought the white figured muslin under price and then had our work-rooms make them up during odd moments in the dull season. It's a rare chance to get new curtains for the summer home or cottage.—*Minneapolis Dry Goods Co., Minneapolis, Wis.*

Were you at the curtain sale last week? There is just a possibility that you were not, though it would seem that just about every Kansas Cityan who has a house to furnish must have been in last week. If you were not here, this additional news will specially interest you. Some of the best values are being announced to-day. The added items are.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

Grenadine and Snowflake Striped Curtains. Not the ones we advertised some time ago—they are all gone. This is a lot of about six hundred pairs, including samples from our wholesale department, and there is good choosing in the color effects. There is an occasional soil-mark on the samples, which is easily removed.—*Strawbridge & Clothier, Philadelphia.*

Housecleaning time is here—new curtains are necessary to many homes—here they are—nearly two thousand pairs—just the styles every housekeeper wants most. It is a fact that this sale offers the choicest imported lace curtains at the ordinary prices of domestic goods.—*Field, Schlick & Co., St. Paul, Minn.*

This week particular attention will be given to lace and muslin curtains, draperies, and materials in our big department on the third floor. Most of the homes in Saginaw have windows or whole rooms to be refurnished in the general spring housecleaning, so we have provided with a lavish hand everything that need or fancy will require for the filling of any want. Lace and muslin curtains of every description, portieres, draperies, window hangings and shades, as well as materials for making special things to give the finishing touch to some room or corner.—*The M. W. Tanner Co., Saginaw, Mich.*

We have stocked this department with the most sought-after patterns of Brussels lace, Irish Point, Renaissance and Nottingham lace curtains, also draperies and portieres, in the newest and richest colorings. The introductory prices are especially tempting. Our stock of fine Haviland china is now complete, and includes the most popular decorations in dinner and tea sets, in great variety.—*Gately's Mammoth Credit House, Saginaw, Mich.*

CURTAINS

At remarkable price savings. Our lace curtain department is holding forth some very unusual price offerings. You will find from the very lowest priced number in our line that there is an individuality about them that marks the correctness in style. Every number is marked at a saving.—*The Stanley Co., Baraboo, Wis.*

Handsome curtains in a special sale. This affair is unusual, coming as it does at the height of the season for draperies. The curtains have been chosen from our enormous lace curtain stock, and involves between seventy-five and one hundred beautiful designs in the different makes. Every curtain in the sale will show a marked reduction from the regular price, for it is our purpose to cut down the remarkable assortment of effects necessitated by our immense business, and to do this quickly and effectively we made drastic and determined mark-downs. The sale gives you the chance to freshen the appearance of your windows in the chambers, dining-room, library and parlor, for the sale includes laces of every kind, besides the madras colored goods. It is a splendid opportunity for those who are fitting up their country homes.—*John G. Myers Co., Albany, N. Y.*

French hand-made lace curtains. Guaranteed values \$10.00 to \$16.00 pair for \$7.75. The curtains involved in this remarkable purchase by Chandler & Co., are the end of a season's stock of a New York importing house supplying the fine decorating trade throughout the country. After much negotiation the entire lot was secured so that all styles can be offered at one price, though many are worth double.—*Chandler & Co., Boston, Mass.*

Lace curtains and draperies. That dainty touch of elegance, so necessary to the well-furnished house, is supplied by our curtains and portieres. So complete a line has never been shown in this city before. You'll find any style you require for the proper furnishing of your rooms in our stocks at prices far below what you have expected to pay. Give us a call on these goods and see the savings that will result.—*Greene's, Jersey City, N. J.*

New lace curtains, dainty and beautiful. The west window shows just a few of the newest effects in lace curtains for window draperies. It merely hints of the much larger display in our spacious second floor drapery department. And as an extra inducement to come we quote special prices for this week.—*Fitzcharles & Melrose, Trenton.*

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Very soon you will be needing odd pairs of lace curtains to replace the ones now going to pieces. We can supply the need. Our sale is just the right thing at the right time. Splendid double thread or heavy weave curtains. Arabe, Dentelle, Irish Point with strong tricot edge. Less than half the regular price.—*R. McKay & Co., Hamilton, Can.*

Our showing of the low priced and medium qualities of lace curtains has never been surpassed by any concern in this city. In Nottingham curtains we show an exceptionally fine assortment of patterns ranging in price from \$1.00 to \$5.00.—*The Howard Furniture Co., Lansing, Mich.*

We are naming special prices on muslin, lappet and Swiss ruffled curtains, a great variety of styles at a variety of prices. Muslin curtains from 39c up.—*The Howard Furniture Co., Lansing.*

The magnificent values we are offering in lace curtains have kept this department busy with us. The values are exceptional, and the patterns unusually pretty. See these great specials for today's selling.—*Sullivan's, Springfield.*

Splendid range of Swiss curtains from \$2.50 to \$50.00 per pair. Our elegant curtains in Swiss are exceptionally attractive. The handsome designs are offered in a big variety of the smartest and newest ideas, eloquently expressed in the finest degree. The waves are prettily interlaid in firmest texture with the matchless designs. You must see our Swiss lines. The most elaborate and intricate patterns—marvelously beautiful—must be really seen, though, to obtain any kind of correct impression of the true loveliness of these exquisite goods.—*Hudson's Bay Company, Winnipeg.*

Half price clearance of fine lace curtains. This is our annual clearing sale. It comprises a thousand pair of high-grade imported lace curtains—the broken lines, discontinued numbers, odds and ends, that always accumulate at this time of the year. To holiday buyers this sale offers an unusual opportunity, for this year's prices are lower than they ever were before. All offerings are clean, fresh, down-to-date styles, and remarkable bargains.—*Field, Schlick & Co., St. Paul, Minn.*

Special purchase frilled bobbinet curtains. These were cleared of a manufacturer at a big price sacrifice, and represent a splendid bargain at the prices we ask. They are grouped in two lots for easy selecting.—*Thos. C. Watkins, Hamilton, Can.*

Special importation of artistic lace curtains. We have just received direct from St. Gall, Switzerland, an exquisite line of extreme novelties in fine net curtains, including elegant specimens of Point de Luzerne, Ivory Entredeux and Duchesse in pure white, ivory and two-tone effects, handsome turkey red and black embroidery on Arabian net, etc. Nothing like these beautiful curtains has ever been shown in Decatur, and the prices range very reasonably from \$8.50 up to \$17.50.—*Linn & Scruggs Co.*

Lace Curtains. Special values for Monday's selling. Springfield never knew such values—importing direct, buying from the greatest American makers, the liberal use of spot cash, an enormous business like Kinnane's, a small margin of profit—are just a few reasons for the offerings we place at your disposal now.—*Kinnane's, Springfield, Ohio.*

Odd lines lace curtains greatly reduced. In single, pair and two pair lots only. These are balances of our most popular lines, as the small lots testify. Some of them are slightly soiled.—*Thos. C. Watkins, Hamilton, Can.*

Phenomenal sale of lace curtains—saving of a half to a third. Thousands of pairs of curtains from a manufacturer, who was overstocked, and at a price concession that enables us to pass them on to you at a saving of from a half to a third. It's the most fortunate thing that has come our way in many a day. They are all fresh, new stock, in the most up-to-date styles and patterns. There'll be a big crowd after these. A few of the items are for special hours only, so read every item carefully and be one of the early ones. Prices this way.—*The Broadway Dept. Store, Los Angeles, Cal.*

Which will be sold at prices considerably less than real value. Many patterns of lace curtains will be sold at half price. All samples and odd curtains will be sold regardless of cost. Remember that every pattern of our beautiful portiere assortment will be included in this sale. It is a rare opportunity.—*C. W. Daniels, Pueblo, Colo.*

New, fresh, crisp goods—just arrived and comprising the smartest and most effective creations for fall and winter. The upholstery department at this time is particularly interesting. Special attention is called to several lots of lace curtains secured and offered at a third less than the usual prices.—*Woodward & Lothrop, Washington, D. C.*

Nottingham and imitation hand run Brussels net curtains, at a pair, \$1.50 and \$1.98. Now don't associate these

with kinds of curtains you've seen similarly priced, for they're not like them at all. They're stray lots, ours and the importer's. These Nottinghams don't look like the Nottinghams of the old type, rather like Irish Points. Then the imitations of Brussels look like the real thing, very much like them, and the price, that's a third less.—*S. P. Dunham & Co., Trenton, N. J.*

New Point Arab and Cluny lace curtains. An inspection of these handsome new lines of curtains, that have just been received from the best French makers will reveal an artistic merit of design far surpassing any previous showing of similar makes. Worthy of particular emphasis are the lovely Point Arab curtains in Marie Antoinette effect. A decided novelty. These curtains can be laced with ribbon from top to bottom to match the decorative scheme of the room. These curtains have been woven from a very strong French net—a necessity to give a good foundation for the heavy braid and button-hole effect, so are very durable. All have plain centers. Ecru and white. Length 3 1-2 yards. Width 54 inches.—*T. Eaton Co., Winnipeg, Can.*

Colored Madras for curtains a special for Thursday. Colored Madras makes exceedingly pretty window decorations and hangings for archways or doors. Thursday we clear a large assortment, comprising floral, empire and oriental designs, in both light and dark colorings. Many have a highly mercerized finish. They range from 50 to 72 inches wide and are culled from lines which are good \$1.25 to \$2.00 values. Thursday special, yard, 90c. Also some pretty chintzes, in pink, green, gold, blue and combination colorings; stripes, floral groupings and other neat designs, for hangings, coverings, curtains and bedroom decorations. Width 30 to 36 inches.—*T. Eaton & Co., Winnipeg, Can.*

All lace curtains—one-fourth off. It is so short a time until you will be doing your fall house-cleaning that this sale of curtains at one-fourth off the special sale prices should attract you to anticipate your needs. We wish to remind you that the marked prices on this entire stock of curtains are very special—fully 25 per cent. less than the same qualities and styles were priced at any other store within your reach. Now you choose at a reduction of one-fourth off the lowest special sale price, giving you such quotations as you have never before had on equal qualities.—*A. B. Caldwell Co., Washington, D. C.*

CURTAINS

## CUT GLASS

Cut glass makes a very acceptable gift. We make this line a particular study, and if you want a gift in the near future, we will be pleased to show our new goods.—*H. Watson & Co., Saginaw.*

"Wiss cut glass"—the sort that's sure to please.—*J. Wiss & Sons, Newark.*

My stars! What beautiful cut glass!!—And to think of it, such ridiculously low prices!

That sugar and cream set \$4.80? Why, I paid \$6 for a set not half as handsome. I'll surely buy my cut glass at this store in the future. Cut glass puff bowls with puff, \$1.35. Lots of other nice articles at very moderate prices.—*Heintz, Lexington, Ky.*

Cut glass vases.—Whether it is the low, squat, richly cut center piece or the tall cylinder, with prism cuttings, the glass vase is an effective part of the modern scheme of household decoration. Our line, which represents the leading factories, gives you a choice of the latest shapes and the newest cuttings in many different sizes.—*C. E. Gifford & Co., Fall River, Mass.*

When you buy Egginton cut glass you buy the best the world produces. It stands pre-eminent for purity, brilliancy and exclusiveness of design; the only glass made that its high polish is guaranteed permanently. Our stock is brimful of everything new and our prices cannot be duplicated.—*S. Jacobs & Co., Minneapolis, Minn.*

"Yes, it is beautiful, because it is beautiful."—*Guy de Maupassant.*

What more can be said about cut glass? It sparkles like diamonds, and in richness rivals the radiance of gold. A liberal variety is ready for you today.—*Goldthait & Sons Co., Marion, Ind.*

Artistic and most beautiful cut glass.—We can in no way explain the quality and beauty of our cut glass; it must be seen to be fully appreciated. Every piece is of the prettiest and latest design. Cut glass is most acceptable for any gift, be it a wedding or a birthday. We can surely suit you in regard to price, as we have every shape imaginable.—*Morley Brothers, Saginaw, Mich.*

Cut crystal bowl. Our cut crystal room is now at its best, many new pieces having been added within the last few days; so many of our customers expressed their

regret at not being able to secure one of our cut glass bowls that we offered a short time ago, that we have decided to offer to-morrow 18 more; remember this is a regular \$8 cut crystal bowl with the name of the best American maker.—*M. A. Murray & Co., Toronto, Can.*

Useful cut glass articles.—Our cut glass has always borne the reputation of being the clearest and most brilliant to be found.—*Henry Kohn & Sons, Hartford, Conn.*

Cut glass for New Year's table very moderately priced. There is nothing so attractive and decorative on a table as cut glass. There is no cut glass quite so beautiful as that made in our factory and nowhere is such high-grade cut glass sold at such low prices. That is why we sell more than any two other Brooklyn stores combined. We have beaten all records this month.—*Abraham & Straus, Brooklyn, N. Y.*

Forty-three barrels—about two-thirds of the lot—were unpacked yesterday and are shown for the first this morning. The rest of the shipment will arrive in a day or so. Corning is to cut glass pretty much what Sterling is to silver. Erastus Corning is long since dead, but the town of Corning, N. Y., is named after him, and the best of cut glass in the world is made in his native place. Not only do they cut the glass there, but they manufacture the original blanks as well. This special lot, which we offer to-day, comes from the oldest and best factory in Corning. Many shapes have been designed only within the last few months. The cutting has been done within the last few weeks. It is the very latest on the market. All of the glass has been finished by hand. In variety and quality and reasonableness of prices, the sale, you will see for yourself, is a little beyond anything we have ever been able to offer. There are many large flower vases, pitchers and punch bowls at exactly half the regular price. The other dishes are one-third under the regular cost. Only medium and fine grades are made by this manufacturer, and only these are represented in this sale. With such an opportunity, it is not too early to think of October weddings and even Christmas, is it?—*The Wanamaker Store, Philadelphia, Pa.*

CUT GLASS



Trenton's only cut glass store. Rich and sparkling Christmas presents. It would be a task indeed, to select a finer or more acceptable present than a piece or set of genuine cut glass ware—always rich, rare and beautiful as well as useful. Our assortment, which is large, consists of the finest cut glass the world produces—Libby's. It is cut over the finest flint blanks which produces the most radiant and sparkling cut glass. Never did our shelves glow with a larger variety and designs—a beautiful sight, indeed—the famous Hob Nail designs with its myriads of little sparkling squares are well represented.—*Kaufman's, Trenton, N. Y.*

The finest cut glass for Christmas at unmatched prices. This cut glass store has more beautiful designs on display and in reserve than any two other Brooklyn stores combined. The most of it is manufactured in our world famous factory in Manhattan and has won first prize on every count in every World's Fair where it has been exhibited. Coming direct from the factory to you accounts in part for the remarkable pricing, but all the other famous makers are attracted by our incomparably great business and are represented in the showing at concessions in price.—*Abraham & Straus, Brooklyn, N. Y.*

Buy cut glass now. Have you "sparkled up" your china closet with some of these pieces? If not, don't you really think you are missing an opportunity seldom equaled? Remember, you are not being asked cut glass prices, for every item is marked 'way down as compared with any cut glass any place. This is an unusual sale. It's not a common one, you'll admit, and it has caused a furore among cut glass buyers—has awakened them to the fact that money spent here for this exquisite ware is a positive investment. Better have the wedding gift, or even the gifts for next Christmas, laid aside for you now, for every day's selling lessens your chance to select the "scintillating beauty" you would most wish.—*The Crews-Beggs Co., Pueblo, Colo.*

A remarkable offering of fine new cut glass. We have just received a shipment of beautiful new pieces of cut glass from a factory that is anxious to do more business with us. That means that we have secured very decided price-advantages, and we turn them over immediately to our public. The pieces are in handsome shapes, and the cutting is very beautifully done. To illustrate the values, the lot includes about ninety ten-inch Nappies, so large that they might fairly be called bowls for salads, sliced

CUT GLASS

tomatoes or fruit. They would regularly be worth \$7.50; these are \$4.50 each. The same proportionate values go all the way down the line.—*John Wanamaker, New York, N. Y.*

One of the largest and finest factories in the country came for Wanamaker help in disposing of this tremendous surplus of cut glass. Of course it won't spoil; and the pieces are among the most beautiful cuttings on the market to-day. But the goods must be distributed or people laid off at the factory. The thousands of June weddings suggested relief, if the thousands of givers of gifts could be quickly interested. The Wanamaker stores, in New York and Philadelphia, presented the only means to reach them quickly, and serve the thousands that were sure to respond. Prices on the entire variety of pieces in this tremendous stock were cut a third to a half below the real value of the wares. And we undertook the distribution. The way prices average up, you can give a present of cut glass worth \$100 for an outlay of \$60—or you can fill your own cut glass cabinet at the same handsome saving. And the cut glass? The maker of it was awarded the grand prize at the St. Louis Exposition. His cuttings, in these identical shapes and patterns, compose the stocks proudly shown in good jewelry stores and best china and glass stores all over the United States—and nowhere else is there a thought of selling these new, perfect, exquisite wares under-price. The offering is doubly extraordinary because the variety of pieces and patterns is greater than is shown in any regular stocks anywhere—making superb and unusual selection.—*John Wanamaker, New York, N. Y.*

Not many years ago the price of cut glass was almost prohibitive. It was only bought for special occasions, such as weddings or crystal anniversaries, and a small piece was looked upon with awe even at such events. Recently, prompted by the craze for cut glass, many new factories have started up and the result of this competition was the creation of hundreds of cuttings where there had been dozens before, and the reduction in price of "cut glass" that admits of its purchase by the average housewife for her own use as well as for presents. We have anticipated the unusually large demand and are displaying hundreds of pieces of "cut glass," which includes every known article for up-to-date table service. A very popular scale of pricing is maintained throughout the line.—*McNamara & Harding, Binghamton.*

You wouldn't give plated table silver as a wedding gift and expect the bride to prize it as highly as she would sterling ware? Poor quality cut glass is even worse than plated table silver because the sham is more apparent at first sight—shallow cutting, lack of uniformity in design and almost total lack of crystal luster. At regular intervals great quantities of inferior quality cut glass are heaped upon the retail markets for special sale purposes—to compete, in price only, with such standard quality ware as "Straus" cut glass. "Straus" cut glass is a product of Macy's own cutting shops. At the World's Fair it was awarded highest honors—and since that time the standard has been maintained and bettered wherever possible. Don't buy second-rate cut glass—even for a less-than-lukewarm friend. "Straus" ware—prize-winning and prize-meriting ware—costs even less than second-rate ware sells for in special sales elsewhere. From our factory to your crystal closet—the shortest and most economical route it could possibly take. The sale announced in Sunday's papers offers most inviting opportunities. We urge you to make comparisons.—*Macy's, New York.*

Cut glass 20 per cent. less.—In our cut glass and bric-a-brac department, third floor, east, there are hundreds of pieces of finest cut glass at prices that mean a saving of 20 per cent. over and above the prices usually charged for this beautiful material. What more beautiful as a gift to the June bride than an article of cut glass? And why not look make your purchase where and when prices are lowest?—*Joseph Horne Co., Pittsburg, Pa.*

A cut in cut glass. How can we cut cut glass? By buying right you get the benefit of our purchase. Nothing adds more in the attractiveness of a home than well selected cut glass, and some way or other things always taste better when drunk out of cut glass. You wouldn't like to serve champagne to your guests in a five-pound lard pail. It might not hurt the lard pail or injure your guests. The wine might even taste well, but still it wouldn't be good taste. Cut glass will last forever if well cared for. Don't use it to drive nails with—a hammer or ax is just as cheap and will last longer. We have some of the daintiest and most artistic designs ever offered. Call while our stock is complete. Just look at a few of the cuts. Phioso, Jacquemenoit, Mayflower, Harwood, Meteor, Columbia, Genoa, Clarione, Galatea, Bar-

ness, Queen, Mona, Roman, Camelia, Hyacinth, Wordsworth San Mateo Iris, Waldorf, Florentine.—*Murgittroyd's, Spokane, Wash.*

"June bride" sale of cut glass involves wares on main floor tables, as well as the unequalled collection in the crystal room in the basement. Our own cutters established the standard of quality in the specimens that were awarded first prize at the Chicago World's Fair, and that standard has since been maintained religiously. How we maintain it you understand after a visit to our glass-cutting shops on the eighth floor.—*Macy's, New York.*

This is certainly the most startling example of low pricing in retail history. If there were only a few pieces of this rich, magnificently cut, brilliantly polished glass at these unheard of prices, it would be a remarkable event; but to-morrow thousands of new pieces will be added of the finest quality at even bewildering prices. In magnitude of piece compared by piece, value for value, this event dwarfs all others into insignificance.—*Abraham & Straus, Brooklyn, N. Y.*

Final offers on cut glass and lamps. The great sale in the basement is drawing toward its close. We have never sold such fine cut glass for so little and never sold so much as during this February event. The last pricing for this sale, including many unusual values in fine lamps, is given below. After February old prices will be resumed.—*Abraham & Straus, Brooklyn, N. Y.*

Hawkes cut glass (sold in Salem by the Barr Store only) is one of the most exquisite productions of American industrial art. Connoisseurs are agreed that no other cut glass has attained quite so high a degree of artistic perfection. In purity and brilliancy of color it is unexcelled. Many kinds of cut glass are not a clear white, but have a yellowish or pinkish tint. Hawkes is as clear and sparkling as crystal. Its designs and patterns are as beautiful as can be produced by the most skilled artisans. Its cuttings are sharp and polished with perfect evenness.—*Barr's Jewelry Store, Salem, Ore.*

Do you realize that in buying cut glass, especially the kind we sell, you are securing not only articles of use, but artistic beauty as well? Cut glass conveys an idea of taste and richness on any table or sideboard. See our large stock at reasonable prices, considering superior quality.—*Klune & Floberg, Sacramento, Cal.*

CUT GLASS



Loeser's is recognized throughout the trade as the largest handlers of really fine cut glass and concessions in price are made because of that fact. More than one factory has kept the wheels a-humming during the dull period of summer by Loeser orders.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Cut glass. No finer crystal blocks are cut than those we are showing, and the patterns are rich—very rich. Prices are below the usual.—*The Wanamaker Store, Philadelphia, Pa.*

Our cut glass department is acknowledged by connoisseurs to be the finest in the city. It contains everything in rich cut glass, from the little salt tub to the stately and magnificent punch bowl. It is clear, brilliant and flawless, being cut from the finest quality of crystal. Our immense stock of this beautiful ware must be seen to be appreciated. Every piece is marked in large, plain figures, with a price as alluring as the article itself.—*Mulford, Memphis, Tenn.*

People on the lookout for something entirely new for the bride who will get everything else will be delighted with these graceful long handled baskets of exquisite cut glass. The Loeser cut glass store has an established reputation that needs no exploiting. We have a particularly fine collection just now of these new cut glass baskets, in a great variety of sizes and patterns, richly cut, upon beautiful, clear white glass. They range from dainty little baskets for violets or bonbons up to superb fruit and flower baskets for formal dinner decorations.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We carry a complete stock of choicest cut glass—of unusual fineness and dazzling brilliancy. It's surprising how many different qualities of cut glass there are. It requires the greatest skill to get the finest effects, and the largest experience to make the deep cutting peculiar to the highest grades.—*Robt. Wright & Co., Brockville, Ont.*

To set up housekeeping there is nothing more essential than plenty of cut glass, and nothing the bride and bridegroom take more pride in among their wedding presents. Our cut glass display is specially meant for the spring weddings, and every piece is an individual art work, the conscientious product of Libbey manufacture.—*Davis & Freeman, Atlanta, Ga.*

For June gifts, our stock of jewelry affords a wide range of choice. A beautiful assortment of pieces in solid gold,

mounted with sparkling gems—for brides, for those whose birthdays fall in June, and for school and college graduates. It's safe to say that no other collection of solid silver and cut glass in Buffalo offers you so wide a choice of rich and beautiful gift things at such reasonable prices.—*T. C. Tanke, Buffalo, N. Y.*

Cut glass tableware.—A few pieces of cut glass give an air of richness and elegance to a table; and while it is true that they are somewhat of a luxury; for those who can afford them the following items present some very choice values.—*Hamburger's, Los Angeles, Cal.*

We have just received our first fall importation of Austrian gold glassware. This ware is artistically cut and the designs filled in with gold decorations. It makes choice wedding gifts and is very reasonably priced.—*Woodward & Lathrop, Washington, D. C.*

The magnificent display of cut glass revealed on the opening of our new store, was without parallel in the history of Peoria. Those who attended the opening were unanimous on that point. While the collection includes plenty of inexpensive pieces, there is nothing "cheap" looking about any one of them. Each is an excellent example of the newest ideas in cutting, and possesses a richly beautiful polish.—*F. H. Pfeiffer Crockery Co., Peoria, Ill.*

We are selling agents in Baraboo for the celebrated Hawkes & Co., cut glass, famous everywhere for its exquisite designs, its deep cutting, brilliancy of finish and its general rich appearance. A piece of cut glass, however small, is always a refined gift for wedding or anniversary event. We show a delightful display of water jugs, tumblers, berry bowls, bonbon dishes, vinegar cruets, salt and pepper sets, cream and sugar and other articles, at extremely reasonable prices.—*J. B. Donovan & Co., Baraboo, Wis.*

For quality, beauty of design, brilliancy and general excellence, no cut glass in America equals that which is produced in our own glass works in New York, and which is offered to you to-morrow at decided reductions from our regular lowest prices.—*Snellenburg's, Philadelphia, Pa.*

There still remain a number of choice pieces in our lines of cut glass upon which we made the reduction of one-third. We advise you to get in early to-day and avail yourself of this opportunity. Remember, these prices will be in force.—*H. F. Vollmer & Co., Los Angeles, Cal.*

CUT GLASS

We are offering an excellent assortment of complete breakfast, dinner and tea services of exquisite Dresden china. The elegance and distinctiveness of this ware make it especially suitable for the entertaining season. All the various patterns are sold as open stock, enabling the purchaser to secure any desired number of pieces.—*Dulin & Martin Co., Washington, D. C.*

We are now showing a collection of rich cut glass that is unparalleled in many respects. The choicest productions of every maker of note are here. The newest and most artistic shapes—the richest and deepest cuttings in pieces for every use, affording rare opportunities for the selection of handsome bridal gifts. Greatness of variety is also.—*Dulin & Martin Co., Washington, D. C.*

Cut glassware. Those who did not procure cut glassware on the liberal terms which this crockery store quoted last week will have an opportunity to do so to-day. While it is evident that the offer was greatly appreciated, from the fact that many pieces took speedy departure, there is a very fair assortment left for to-day's choosing. It is a manufacturer's accumulation which we bought on such terms as to enable us to pass it out to you at considerably less than usual cost to us. Every piece is perfect, and cuttings are all fine and rich.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Cut glass of high quality. Wiss superb cut glass has attained a high reputation. There is a clearness to it, a scintillating beauty that marks the highest ideal in the art of glass-cutting. The depth of cutting and excellence of finish give it a brilliancy that fairly radiates with all the shades and tints of a summer rainbow. The designs and patterns are strikingly rich and artistic and include many novelties. And the prices are such as place fine cut glass within the reach of every one. We append a few hints and prices.—*J. Wiss & Sons, Newark, N. J.*

Libbey cut glass. We are exclusive agents in Southern California for this favorite cut glass. By the way, it will pay you to visit our cut glass room—a magnificent show room. New pieces are being added almost daily now.—*Parmelee Dohrmann Co., Los Angeles.*

A piece or two of sparkling cut glass greatly adds to the elegance of the feast table. We are sole Trenton agents for the Libbey—the aristocracy of the cut glass world. So extensive is our display that whatever is made in cut

glass at all you will find here represented. The extensiveness of our stock means large purchases, and large purchases means a big saving in the wholesale prices and consequently lowest prices to our patrons for the world's most brilliant, deeply, artistically cut, richly designed cut glass.—*Kaufman's, Trenton.*

Pretty cut glass. A vase with rich, deep cutting; a berry bowl; a celery tray; a vinegar cruet; we have so many pretty things in this line we scarcely know where to begin. We suggest that you come in and see the new pretty things in cut glass for yourself.—*Schacht & Riorden, Jewelers, Spokane, Wash.*

New beautiful cut glass. The exquisite designs we have just imported in fine cut glass are a revelation. The entrancing beauty of these charmingly cut patterns will appeal to the artistic. Every reflection of color and light seems concentrated into the beautiful gems so finely wrought. The exhibition contains novelties of a very fine degree, consisting of some of the most beautiful ware that it is possible to conceive of.—*Hudson's Bay Store, Winnipeg, Can.*

Nothing excels cut glass for gifts. Of all the lovely presents prized by ladies, nothing matches elegant cut glass. Besides being very beautiful it is everlasting, except one risk of breaking. It sets off the dining-room, buffet or table or the dresser in fine shape. Ours is a dazzling display, resplendent in rich variety, at prices remarkably low. We have much pride in showing the stock.—*Robert P. Kiep, Joliet, Ill.*

The basic element of cut glass value is quality—design and workmanship. To the best made in America (that means best in the world) do we spend our efforts. Whether your desire be for salads, berry bowls, nappies, water pitchers, tumblers, cream and sugars, and the many other small pieces, you'll find the assortment shown here of the very highest standard of quality, including the well-known Hawkes ware.—*Kirby & Son, New Haven, Conn.*

Cut glass for Christmas gifts. Every lady is a lover of cut glass. Nothing more beautiful for decorating the table and nothing you can give which will be more appreciated for a Christmas present. When, therefore, you have an opportunity to buy rich cut glass at a saving of from one-fourth to one-half, you will surely want to take advantage of it. Brief particulars of the pieces offered in this sale follow, but you must see the articles themselves to properly appreciate their values.—*Geo. B. Peck Dry Goods Co., Kansas City, Mo.*

CUT GLASS

## DRAPERIES

Draperies.—Our fall exhibit is now complete with the newest, the best and the latest productions. We are particularly fortunate in being able to show you a variety of the handsomest materials obtainable. You cannot fail to find something in our splendid line to please you. Your taste and color scheme can be fully satisfied. You can get the proper shades to harmonize with your interior decorations. We have our skilled draper to assist you. Come and see us.—*C. F. Brower & Co., Lexington, Ky.*

Our drapery department, where all the newest things in curtains and portieres are shown, is drawing the attention of hundreds who are bent on beautifying their home.—*Goldsmith's, Memphis, Tenn.*

We make homes cozy because it is our business to do so. It is a time of year when there exists a desire in every home-loving woman to freshen the surroundings. Let us attend to this for you.—*Hall & Hawkins, Knoxville, Tenn.*

We have made a big "hit" in our drapery department this season. No wonder that curtain buyers are coming here in increasing numbers. The beauty and character of the goods that we sell, coupled with our positively lowest prices, make this the store at which to purchase draperies of any kind. If you intend adding the charm of draperies to your home this season you will make a serious mistake if you buy without seeing us. You cannot mention any kind of a lace drapery that we cannot show, and new kinds and patterns are constantly arriving.—*Chandler & Co., Bangor, Me.*

Two weeks ago we told you such an interesting carpet story that you came by hundreds the next day to profit by it. We said then that the new carpet chief, who is likewise head of the upholstery department, meant to do equally great things for you in curtains and draperies, once he got those stocks well in hand. This is to announce that he will be ready for you to-morrow, with bargains that ought to bring to our third floor the first thing in the morning every Syracuse housekeeper with the proper ideas of economy. There are portieres, upholsterings and silks from our own shelves that he has marked very, very far down; and there's a lot of brand new

lace curtains that he helped an importer to close out and he passes on to you at half price.—*D. D. McCarthy & Son, Syracuse, N. Y.*

Nothing "dresses" a room so much or adds more to its general attractive effect than the right draperies. We are making artistic window draperies a prominent feature of our business this season, and have an unusually large line for you to choose from. Among them are dainty muslin beauties, sheer and summery, elegant Irish point, always in excellent taste; and the ever popular Nottingham lace. Fit up your windows at 75 cents, or anything beyond that up to \$15—as your taste and purse dictate. Also a particularly strong line of the rich and artistic Arabian point curtains—from \$5 to \$25—the most choice and effective drapery possible—in the best of taste and good for a lifetime.—*The Linust T. Fenn Co., Hartford, Conn.*

Draperies and wall hangings. In drapery fabrics one learns the lesson that the mere goods themselves do not make beauty. It is the design arrangement, color scheme, harmony, and contrast, that count in the result. It is the work of the expert. This is a strong feature of our business. We make a specialty of advising, arranging, grouping and selecting for you, so that every dollar will tell. We plan for you along any line of expense and will submit estimates of cost either for one room, or for a whole house.—*The Sterling & Welch Co., Cleveland.*

Spring brings numerous wants. The daintiest, coolest hangings and draperies and furnishings for the summer home are here. And throughout the whole store there's not a price that is not emphatically low.—*Rothenberg & Co., New York.*

Something for the Home. A Sale. From the drapery department the news comes this time—timely news, for notice how the days grow longer. House cleaning and springtime will come together, and windows need new things to hang up before them, and other things will need freshening up. Take time by the forelock and drape windows at the rate of two to one at regular prices.—*Chamberlin-Johnson-DuBose Co., Atlanta, Ga.*

DRAPERIES

The streets of Delhi in the Durbar. Much interest is manifested in the display on the second floor of rich Oriental hangings and odd pieces which we call barbaric, but which art marks high up as beautiful and pleasing. Antique embroideries that are rare—of the kind that are handed down as heirlooms from one generation to another, until the years have mellowed the colors to the rich subdued shades which highest artistic taste says are most admirable.—*The Wanamaker Store, Philadelphia.*

Is your home dressed for Spring? Give your mind a little vacation spell from the constant drudgery of household work and worry and visit our sale of home decorations. Possibly you may enjoy looking at new lace curtains and handsome draperies. What woman does not enjoy seeing these artistic products of the weaver's art? Can show you a splendid lace.—*The Baughman Store, Charlotte, Neb.*

We'd like to talk to you a minute or two about curtains and draperies.

If this seems like boasting, pardon us. We're justified. Not within our memory have we discussed interior window draperies the equal of these. We've had lots of fine ones, and we've sold 'em to you, but the designs are becoming prettier all the time, and qualities are growing better.

You'll remember this August sale, if for no other reason than this contribution of curtains and draperies. You'll marvel at the range of beauty. You'll wonder at the low prices. See them, then you'll know.—*Siegel, Cooper & Co., Chicago, Ill.*

Every woman of taste knows how much depends upon the skillful and harmonious draping of the windows and doorways. And many of them know, as well, the value of being in touch with our drapery store, where the newest effects are shown, and where novel and practical ideas are to be had for the mere picking up.—*Howes Rogers Company, Rochester, N. Y.*

This is the first time New York home furnishers were ever offered fine imported damasks and tapestries of the rare beauty and high quality characterizing these at half price, and the unprecedented selling of Monday, Tuesday and Wednesday has been the talk of the town. The hundreds of extraordinary values are clearing out with tremendous rapidity—showing that particular people everywhere have caught the bargain spirit and are beautifying their homes at the least expenditure they will ever expe-

rience.—*Simpson-Crawford Co., New York, N. Y.*

Upon these, properly harmonized and blended, depend the comfort and attractiveness of the home. Lacking their softening and restful influence, you have merely a house. We know of no other store which so fully comprehends the requirements for the artistic decoration of homes of every class, or which provides so lavishly of the various silk, linen and cotton art-textiles from all over the world.—*Straubridge & Clothier, Philadelphia, Pa.*

Splendid offerings from our upholstery department in curtains, draperies and slip covers. Just when every good housekeeper is planning to refresh her home for spring and summer come these splendid offerings of exactly the goods to make the home beautiful. They are the new goods in latest effects; comprising all the needfuls for draperies and furniture coverings—all at extremely modest prices.—*Lansburgh & Bros., Washington, D. C.*

Wall hangings. It is a mistake to suppose that the price of wall fabric is prohibitory. The difference between high class wall papers and the material for wall hangings is slight, and we can demonstrate that the effect of our superb stock of brocades, tapestries, jutes, damasks, taffeta linens, and English and American Cretonnes is much more artistic and better results obtained than with the papers.—*The Sterling & Welch Co., Cleveland, O.*

First and foremost in the fall renovating and furnishing come upholstery needs. Our immense assortments offer the finest chances for splendid choice, while our unequaled buying facilities bring about unmatchably low prices.—*Bloomingdales, New York, N. Y.*

Earliest, fullest display we ever made of new drapery stuffs.—The beauty and variety of it all is charming. Prices as low as they'll ever be. Fully a month ahead of time; fully a third more now than you've ever seen later. Drapery people who ought to know say there's nothing to equal it in the West. But we haven't said it. We wait for your decision. Our enthusiasm mustn't take us off our feet. Here are the cold facts. See if they aren't worth warming up over.—*The Palace, Spokane, Wash.*

In the drapery department there are lots of odds and ends that accumulate so during this sale we intend to close these out at exceedingly low prices.—*The Day Carpet & Furniture Co., Peoria.*

DRAPERIES



Scotch nets from Gibson Brothers, of Glasgow. For ten years or more we have been the exclusive representatives in this territory for this remarkable line of goods for window draperies. Gibson Brothers' nets are recognized the world over as something out of the ordinary, a fact so patent, that probably not a factory in America will neglect reproducing the patterns we are showing now, but the domestic goods will not be marketed for a year or so, then Gibson Brothers will have new designs, for they never repeat the same style. The draperies are very uncommon, so much so that we believe nine in every ten women in walking through the department will say to themselves, and with good reason, too, pretty enough for dresses, and they are too. We have three cases of the nets.—*John G. Myers Company, Albany, N. Y.*

Every one who visits our store now will think himself blessed with the purse of Fortunatus—such sweeping reductions have we made in all our furnishings—the most artistic that any summer has seen. Airy draperies in abundance, whose colors run the whole gamut, from the richest to the daintiest tints—they supply just the correct tone or complete the decorative effects of our cool matings and artistic reed and rattan furniture—all now greatly reduced.—*Cowperthwait's, Brooklyn, N. Y.*

Color and harmony secrets for brides of to-day. Color harmony is important in furnishing every room. Draperies must give the key of colour—floor and wall decorations and furniture are accessory backgrounds. Here is a palette full of rich, deep Oriental tones.—*Cowperthwait Co., Brooklyn, N. Y.*

Summer portieres and draperies make your rooms cool and inviting with the added distinction of grace and beauty, and are, therefore, almost indispensable with those whose homes are dressed with an air of elegance. Of all summer curtains, portieres are the real, ideal summer draperies, because they are the coolest, cleanest and most graceful of all. We have many beautiful patterns from which to select, at prices within the reach of all.—*Kuafman's, Trenton, N. J.*

Portieres at bargain prices. The line is too heavy, by far, and must be reduced. Several patterns in the assortment that will be discontinued by the mills, and of course we drop them. These are the goods we offer. Nothing better, nothing finer than these portieres. The majority of effects we control exclusively in this territory. To make the selling prompt and effective, the dra-

peries, single portieres mostly, are marked at an average of one-half and one-third value.—*John G. Myers Co., Albany, N. Y.*

In a very short while the lace curtains will be taken down for the warm weather. Are your window shades good enough to go it alone? Are they faded? Are they in good condition, generally? If not, it's high time you thought about new ones. And about getting them at Wanamaker's—as a natural sequence. May we send an expert to talk this matter over with you? We are splendidly prepared to execute all orders—from one window to an entire house. Only the best materials are used—King's Scotch and Lonsdale Hollands, Oil Opaque, and so on. Made and put up in first-class manner, on wood or tin spring rollers.—*John Wanamaker, New York, N. Y.*

Your odd-shaped windows, doors, fancy arches and folding doors can all be fitted with any style of draperies or hangings. We have the necessary materials and competent workmen to do this kind of work. For the windows, we have nets in white and Arabian in all widths, with laces to match. For fancy arches, doorways or alcoves, we make the silk draperies of China silk, Shikii or the high class goods in wide or double-face draperies with fringes to match. For the regulation double doors we make the straight hangings in double-faced fabrics or velours. Also hangings of all styles of two shades to match each room. In velours, damasks and other fine fabrics, we carry a full line of colors, suitable for the most dainty parlor or reception room. Send us the measurements of your windows, doors or other openings, with other particulars, and we will make an estimate of the expense of the work and materials for the same.—*Hills, McLean & Haskins, Binghamton.*

Special drapery display Monday. Come in and see the beautiful goods. See the new "Moss Rose Mills" portieres. They look like silk at one-fourth the cost. Be sure to take in the choice exhibit of dainty lace curtains. Nothing like them this side the great cities. Oh, we are right up to the mark with merchandise this fall. The latchstring is out—come in.—*C. F. Wing, New Bedford, Mass.*

We are showing for the first time this week many entirely new ideas in draperies, fancy madras, swisses, etc., all sorts of fancy hangings for the home. Also many new spring styles in white and ecru lace curtains. See them while the collection is complete.—*C. Cohn, San Bernardino, Cal.*

#### DRAPERIES

Our drapery department is completely equipped to take care of entire decorating contracts of any kind in the most approved manner. Fabrics of all kinds for all decorative purposes are carried in stock, and people of long experience are here to make them up. If you have a new home to fit up, if you want to put new fittings into the home you now occupy, or if you want to refurnish only a single room or suite, we can be of valuable service to you. By placing your contract with us you are assured work of just as high character as though you brought a man clear from New York or Chicago to do it for you. Besides this, you entirely eliminate the unnecessary worry, time and expense connected with the contract if handled by an Eastern firm. We will consider it a great pleasure to have you call when in town. Let us show you why we are capable of producing superior effects.—*The Grote-Rankin Co., Tacoma, Wash.*

Summer portieres and draperies. It matters not where you live, city or country, portieres are the real, ideal summer draperies, because they are the coolest, cleanest and most graceful of all. They make your rooms cool and inviting, with the added distinction of grace and beauty, and are, therefore, almost indispensable with those whose homes are dressed with an air of elegance. We have many beautiful patterns from which to select, at prices within the reach of all.—*Kaufman's, Trenton, N. J.*

Seventy-five pieces cotton draperies, representing many qualities and weights of texture, on sale Saturday and Monday at greatly reduced prices. So many qualities are represented in this lot it is too difficult to enumerate prices.—*The Blakely Dry Goods Co., Spokane, Wash.*

The new drapery section on the third floor has already made a place for itself. A few minutes spent here will furnish you with a number of valuable ideas for home decoration.—*The Crescent, Spokane, Wash.*

Orders for making and hanging portieres and window draperies will be received during February at a liberal discount from regular prices. Customers may choose from our entire stock of carefully collected materials. Many decided bargains are to be had in dropped patterns of tapestries, brocades and damasks in suitable lengths for hangings.—*Marshall Field & Co., Chicago, Ill.*

Our drapery department, which, by the way, is one of the best stocked and most beautifully appointed in the West,

is taking a most active part in this great red letter clearance. Odd pairs of lace curtains and portieres, remnants of upholstery and drapery goods are reduced for the purpose of making room for new goods that are already on the way. Besides this everything in the stock is reduced.—*The Los Angeles Furniture Co., Los Angeles, Cal.*

Artistic Summer Draperies.—The Drapery Corner is a very interesting and busy place these days. Here may be seen the most artistic color-schemes and effects in suitable materials of all kinds for brightening up the summer home. Perplexing questions of what to buy to obtain possible results are readily solved.

Handsome tapestries for couch covers and portieres, and heavier qualities for upholstering purposes. Silkalines, cretonnes, denims, and a fine assortment of real Dutch prints. Including drapery fringes, cords and tassels, also. While we are able to sell some of these for less than established worth—it is the completeness of the display in which you are most concerned: Artistic beauty and harmony, and a noticeable absence of unworthy qualities.—*Davison-Paxon-Stokes, Atlanta, Ga.*

Window Draperies.—Best kinds in lace. At our drapery department you will find a fine showing of all the popular styles, and can rest assured of always getting the lowest price. Dealing as we do direct with the makers and importing all foreign goods ourselves, we reap price advantages that enable us to undersell all other dealers. That is why when wanting window draperies you should see our offerings. Some of the most popular.—*Brown, Thomson & Co., Hartford, Conn.*

Beginning this morning at 8 o'clock we place on special sale a number of handsome portieres. The variety is broad—and there is naturally a choice—and those who come promptly will have the choicest selections—prompt coming is well worth the while. The most decisive reduction in portieres known for many months. Some suggestions and prices are given below.—*John Breuner Co., Sacramento, Cal.*

One attraction fairly treads on the heels of another in this section, so fast do they follow. This time it's the season's best effects in draperies, and couch covers priced as you seldom see them priced. A buying opportunity that the frugal housewife cannot afford to pass.—*Geo. B. Peck Dry Goods Co., Kansas City, Mo.*

#### DRAPERIES

**Drapery Novelties.** Whatever your thoughts of spring and summer draperies, we can put them in tangible and pleasing shape. Many choice and pretty novelties are ready, and we shall be glad to assist you in carrying out your plans for home beautifying. Drapery stuffs are daintier and more artistic than ever—you will find our ideas correspondingly good.—*Howe & Rogers Co., Rochester, N. Y.*

As much taste can be displayed in the draping of doors and windows as in the arrangement of one's own dress. The materials need not be expensive; but harmonious colorings and graceful lines go a long way towards transforming a plain ordinary house into a pleasant and desirable home.—*The Wanamaker Store, Philadelphia, Pa.*

It's a comprehensive budget of choice offerings that we present for the housekeeper's consideration to-day. Practically the whole range of upholsteries is covered—lace curtains, portieres, draperies, coverings and the cool summery comfort bits in the way of couch cushions and the like. And the group teems with the interest furnished by the most special kinds of prices on very desirable goods.—*Wanamaker, New York.*

The following very important announcement by our lace curtain and drapery department of a cut price sale Wednesday should be of great interest to those who intend, now or this fall, to drape their windows. The prices are away down.—*William Donaldson & Co., Minneapolis, Minn.*

Our drapery department is intimately associated with the spring beautifying of many a pleasant home; not alone because of the newness and elegance of the numerous seasonable fabrics which it contains, but, as well, because of the practical ideas which it suggests for effective draping. While the possibilities of artistic home furnishing are boundless, great expense is not necessarily a factor. Our stocks contain something for all, and we employ a force of expert drapers whose services will be found of value in the realization of your plans.—*Howe & Rogers Co., Rochester, N. Y.*

Great sale of new curtains, draperies, portieres, etc. These specials are all in choice new goods. The departments have only been open a week—but the beauty of the designs, the great varieties and the irresistible low prices are causing a furore among ladies who really know and appreciate fine and artistic hangings.—*Rosenbaum Co., Pittsburg, Pa.*

For a good reason—which certainly

does not affect the goods themselves—a manufacturer has sold to us a lot of best all-silk tapestry curtains, with cord edge, at just a little above half value. Color effects are red, green, rose and Nile, in very handsome designs.—*Strawbridge & Clothier, Philadelphia.*

**Drapery hints.** The housewife who expects to move into a new house this spring and who contemplates some novel and dainty treatment therefor, or she who is thinking of new curtains for the parlor, dining-room, library or up-stairs rooms, will, we know, be interested in the varied attractions of our drapery department. We are showing the freshest and choicest designs in all fabrics for interior decorations. \* \* \* Our decorative artists are at your command—to assist or to assume entire charge.—*Howe & Rogers Co., Rochester, N. Y.*

When the heavy winter portieres are taken down the rooms look bare enough; something else must take their place for the summer. Something cool and breezy—how about these Japanese bead portieres? Don't they solve the problem nicely?—*S. E. Kaufman, Trenton, N. J.*

Portieres—lace curtains at half or nearly half. The sale of upholsteries is bringing people from miles out of town as well as from all over Brooklyn. August has always been a month of great values, but even August never before developed such offerings as are to be shared now and here. There is still a group of \$5 to \$20 portieres at \$2.50 to \$9.98 a pair. They include tapestry, armure, mercerized, silk moire, silk velour, etc.—*F. Loeser & Co., Brooklyn.*

Portieres. New snow-flake and cross-stripe portieres are here—just in the nick of time for people who want summer door-hangings without paying the prices of imported madras. There are white, ecru and green grounds enlivened with touches of tan, blue, pink or yellow. All are good-looking, and the cross-stripe curtains have silk woven into the stripes.—*Taylor's, Cleveland, Ohio.*

About new draperies? If the city home is to be refurnished this fall with new window and doors draperies, why not attend to the matter at once and avoid possible delays later? The upholstery store is ready to help you in planning. Ready with a complete stock of splendid damasks, silk velours, novelties and imported and domestic draperies, from which you may make selections. If you desire we shall send some one to your home to submit samples, take measurements and give you an estimate of the cost.—*F. Loeser & Co., Brooklyn.*

DRAPERIES

## FLOOR COVERING

Our first shipment this season of inserted fibre mats from India has just arrived, and in time for hard winter wear. They are made by hand, of cocoa fibre, and there are hardly two just alike in the assortment. Some are plain, others have rich color designs of maroon, blue, brown, terra cotta and many other good colors. They are the best wearing mats that can be made. The prices are low and the assortment is the largest that we have ever had at one time. Beside these, there are splendid values in wool, brush, rope chain and rubber mats, a wide range of patterns and colorings to choose from at moderate prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Paper fiber rugs have passed the experimental stage, and now so many people think them the ideal summer rug that we have had great difficulty in meeting the call. A new consignment has just arrived from the manufacturer. Clean, cool-looking patterns in light blues, tans, greens and reds on a creamy ground. The surface of these rugs is so smooth and hard that they can be swept as easily as a parquet floor.—*Wanamaker's, Philadelphia, Pa.*

Suggestions for goods to be used in warm weather. Veranda rugs in the jute, grass and moonj qualities in a variety of sizes. Veranda cushions, veranda screens, grass and straw matting by the yard, light curtains for summer use. All at—*Wm. H. Post Carpet Co., Hartford, Conn.*

It is a safe conclusion that no person is anxious to have the whole or even a part of the household in an unsettled and disarranged condition on the eve of the holiday season. You can introduce new rugs or mats at points and places where they will give the home that touch of newness which is so eagerly sought for at a time when everything should look its best.—*J. Mickleborough, St. Thomas, Ont.*

Different carpets from those shown everywhere—high-art designs and unusual colorings. Kinds woven by our own looms and obtainable here only. Everything in floor coverings to satisfy the most critical taste.—*J. & J. Dobson, New York.*

Good hard facts to deal with. Prices

and styles are the makers of trade. I give you both in new fresh stocks of carpets of all grades, matting of all kinds, lace and tapestry curtains, linoleums.—*Lewis W. Lee, Peoria, Ill.*

You will save money by coming to Rothert's for carpets. This week you'll find here carpets, rugs, matting, oilcloths and linoleum at a wonderful saving!!!—*Rothert, Altoona, Pa.*

You may not understand the case as we do. You say you would like to have a matting rug and go to Wanamaker's and find it there. But perhaps you don't realize that you wouldn't find it in any other store in this part of the country.—*Wanamaker's, Philadelphia.*

Of wood fibre, made up into just the sightliest of sightly floor coverings. Flexible as a carpet almost. You can sew them if you will, cut them or turn them if you choose, and they won't break. Sanitary floor coverings they are called, and rightly called so.—*S. P. Dunham & Co., Trenton, N. J.*

If you want a chamber floor covering that is cool and clean—sanitary in every respect, you needn't look further than these Hofi rugs. They are a fiber product and come in patterns and colorings of sufficient variety to harmonize with almost any sort of room decoration and furnishing. We are having to curtail carpet storage room just at present and these Hofi rugs, belonging particularly to summer, are first to go.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Carpets and matting. Our new carpets have arrived. Never before have we been able to show so choice a variety of floor covering. Designs are exceptionally modest. If we did not sell direct from the largest manufacturers in the United States the carpet would be much more costly.—*A. S. Hellyer's Sons, Doylestown, Pa.*

"Reliable" carpets, furniture bargains, with a cool, greenish tint. While warm weather lasts, matting covered floors, with their coolness and artistic appearance, make the Summer bedroom a refuge from the glare of out of doors, and increase the restfulness of the afternoon siesta. Our special bargains make them irresistible.—*Cowperthwait Co., Brooklyn, N. Y.*

FLOOR COVERING



It's high time to have your heavy carpets up and cool mattings on the floors. We have as handsome a stock of both China and Japan Mattings as you would wish to see. All sorts of pretty effects and new patterns, in artistic shades and colorings. The qualities have been closely scrutinized, so that you may buy fearlessly, knowing that whichever pattern you select will give good wear.—*House & Herrmann, Washington, D. C.*

Floor coverings. "Medium qualities" at popular prices. Moving time is when you want your money to go a long way, at the same time you want full value for every dollar you spend. That's why a reliable firm can serve you best. They give you full value. For twenty-five years we have sold carpets, rugs, mattings, etc.; we use the best makers' lines; we sell them at lowest cash prices.—*Window Shade Co., New Haven, Conn.*

There's no excuse for not replacing all the worn and frayed floor covering and making the home bright and inviting against the coming of spring—not with this fine stock and good values to choose from. Here are floor coverings for every room, in designs to suit every fancy, priced to suit every purse. And we can't describe their high quality in terms too glowing. The textures are the staunchest—wearing qualities superb.—*Faguy, Lepinay & Frere, Quebec, Can.*

See the new Empire Brussels—room-size rugs. These rugs are all 9x12 feet in size, the proper size for almost every room in your house. They are made of extra heavy tapestry Brussels carpet. Each rug will wear well, give thorough satisfaction and hold its colors till the last day. One hundred new and handsome patterns for your selection. Rugs regularly would cost you at least \$20.00. Our price, on easy terms, \$2.75 cash and \$1.00 a week.—*Rowlands & Co.'s Big Store, Mansfield, Ohio.*

We present one of the most complete stocks of floor coverings shown in Greater New York. It embraces everything that is worthy in lines from American mills, and, as well, very large assortments of fine Oriental weaves—all our own importation. Prices are matchlessly low—this with emphasis. We invite the fullest and most critical comparisons and encourage them in every way.—*Macy's, New York.*

We have received notice from all the leading carpet and rug manufacturers of a big advance in the prices of all their productions to take effect at once with the prediction of a still further advance during the spring season. We in-

augurate this sale to give our customers the benefit of the low prices we are able to make because of our enormous purchase made before this advance in cost went into effect. It will pay you to make selections at this sale. The amount we can save you now on carpets or rugs will seem fabulous as the new prices go into effect.—*Barney's, Schenectady, N. Y.*

This great sale—the largest and most successful carpet sale ever held in Tacoma—is nearing its end. Judging by the enormous crowds who have taken advantage of it, our bargains have been appreciated. Once a year we have this sale, and try to provide for it the best values of the year in floor coverings. Carpets priced in the following manner explain the success of our sale.—*Davis, Smith & Nettleton, Tacoma.*

We sold thousands of dollars worth of Oriental rugs at the sale last week. We are still offering many fine Orientals of all sizes up to the largest at most attractive prices. If you are contemplating the purchase of a rug this spring, you will find this the matchless opportunity.—*Adam, Meldrum & Anderson Co., Buffalo, N. Y.*

Up on the second floor of our establishment, where the light is brightest and other conditions are best, we have assembled assortments of carpets and rugs that we are certain will please all those who see them. Patterns, designs and blending of colors are the richest and newest that we could select. In addition to the attractiveness of the articles themselves we have attached prices that should be big inducements to buy.—*Frank Sanford & Co., Springfield, Ill.*

The receiver's sale of the James Dunlap Co.'s stock brings you carpet and rug bargains never equalled. This sale of Dunlap stock carpet and rugs will undoubtedly bear a prominent place among the greatest of all sales. When a business goes bankrupt the receiver is not over-particular at what price he sells the stock, as long as he gets it off his hands. Before we entered our bid we went carefully over the entire stock and in it we saw the makings of the most unusual sale of carpets and rugs that ever was, and we bought them at a price to make it so. The result is—this sale.—*Gimbel's, Milwaukee, Wis.*

Ladies! Why mar the appearance of your home with a carpet that shows the wear of time? We display a line of carpets and rugs that cannot be surpassed in quality, style or price.—*The Conroy & Cawley Co., Lexington, Ky.*

FLOOR COVERING

Carpets and Rugs. You will probably find after moving that you will need some new carpets; if so, we have a large range of samples which we would be pleased to show you in Union, Wool, Tapestry, Brussels and Velvet Pile. We can take your order and furnish at short notice. Furthermore, we will guarantee our prices to be the very lowest. If we carried the carpets in stock they would cost you 15 per cent. more, but by buying from our samples you can save money. We carry a large range of oil cloths and linoleums.—*Tennant & Clarke, Frederickton, N. B.*

An excellent showing of high-grade carpets and rugs. There is a growing tendency to the use of Wilton and Axminster carpets in plain colors, either to cover the entire floor or made up into rugs. We are in position to have woven to order in one piece rugs in any color, size or quality desired, either domestic or imported fabrics. We carry in stock the Hartford Saxony, French and Anglo-Indian rugs, which are woven in the regular sizes up to 11-3x15-0, and can have made to order any size desired at prices that are much less than the Oriental rugs.—*T. A. Chapman Co., Milwaukee, Wis.*

Price lowering on carpets, rugs, etc. When we started in to change figures it was done with a vengeance. Every floor in the store was affected, but none to a greater extent than the carpet and rug section. Tiny bits of former prices represent the present valuation—the difference your gain.—*L. Hammel Dry Goods Co., Mobile, Ala.*

Carpets and rugs. This will be the day of days for home furnishers to economize—Housefurnishing Wednesday. The fame of this mid-week sale is spreading, and week by week records the increase of sales. Our comprehensive showing not only includes needs for elaborate homes, but tasteful selections for the humble cottage as well.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

Another strong appeal for your rug and carpet trade. We talk much about carpets and rugs as we have much to talk about. Your neighbor may have told you of the splendid variety and good values we are offering. We are at the height of the carpet season and want our rugs and carpets represented in every home in Binghamton and vicinity. We bought this big stock of floor covering with that in view. Bought when prices were at the lowest point. Secured first choice of patterns and as a result have done a large business in them. Have

been able to keep new goods coming, and this week you will find complete assortments to select from.—*Hills, McLean & Haskins, Binghamton, N. Y.*

Our second floor contains a greater variety of fine carpets and rugs than you will find in many exclusive carpet stores. The qualities have been chosen with great care—and we guarantee the durability of every yard. We are prepared to do quick work for those who are in a hurry for their carpets, and we guarantee to cover your floors for less money than anyone else in town.—*Gately's Mammoth Credit House, Saginaw, Mich.*

Spring showing of carpets and rugs. Spring is the season for discarding old and worn-out floor coverings. It is the time for injecting into the house some of the freshness and beauty of the outside world, so resplendent in brightness and color after the long winter. We are now thoroughly prepared with new carpets and rugs, as well as floor coverings of all descriptions to satisfy every taste in this direction as well as every purse. Do not fail to visit our line of carpets before buying for it is characterized by largeness of stock and lowness of price.—*Sisson Bros., Welden Co., Binghamton.*

We announce for the first three days of the week a general decline in prices in the carpet department. The decline is not in the goods (they are the same you will pay more for again), but in the prices only, and all kinds of floor coverings are affected. We quote a few specials, but ingrains and Brussels are equally as hard hit.—*McEmery, Brooklyn, N. Y.*

A new spring dress for your house. Those old carpets, rugs and draperies may have appeared all right while the outside world was clothed in winter's sombre garb. But now, when nature is arraying herself in summer's beauteous dress, those same carpets, rugs and draperies look not only dull, but extremely shabby in comparison with nature's rich colorings.—*Hibbard & Co., Colorado Springs, Colo.*

Yes, it is quite possible to sell Oriental rugs in great numbers even in midsummer—not alone the smaller sizes, but the larger pieces, that run into hundreds of dollars even when reduced nearly half. We presume that such extreme values in the finer Oriental carpets have never been offered heretofore in this city; and the rugs in smaller sizes are rapidly walking away at the midsummer sale prices. By all means see these medium-sized rugs to-morrow.—*Strawbridge & Clothier, Philadelphia, Pa.*

FLOOR COVERING

Spring carpets and rugs. Beautiful effects, exceptional in design and in richness of coloring. Exclusive patterns of lofty, artistic merit. Altogether the best it has ever been our pleasure to offer. All this at moderate prices.—*The Boston, Milwaukee, Wis.*

Hard-spun, reversible granite weaves, Art squares. Nothing like it will happen again. Water won't hurt the colors; they are fast. Aren't the old reds and blues and moss greens just the thing for the "Good Old Summer Time?"—*Keely's, Atlanta, Ga.*

Startling carpet selling sensation.—*Bay City Cash Dry Goods Co., Bay City.*

Flood tide of values in charming fall carpetings.—*Brooklyn Furniture Co., Brooklyn, N. Y.*

Rugs are the connecting link between rooms that are carpeted differently. Incongruities are forgotten and the rooms straightway become chums. The rugs must be chosen with care and knowledge of colors and design.—*Cowperthwait Co., Brooklyn, N. Y.*

Carpets. There's every advantage in buying here. Immense stocks and varieties from which to choose—and decidedly the lowest prices ever known on equally as good grades and kinds.—*John Mullins & Sons, Jersey City, N. J.*

Our rug and carpet department is coming to be better understood. We have sowed the seed of earnest, honest endeavor here and now are reaping a bountiful harvest.—*Duff & Repp Furniture Co., Kansas City, Mo.*

New fall floor coverings.—A larger line of new fall importations and domestic weaves than we have ever before shown are brought to your notice this week. The Oriental effects in both carpets and rugs predominate—our assortment is without a doubt the largest and finest in the city—forehanded people will do well to make their selections now—here's some Monday specials as an inducement to bring you in.—*Freimuth's, Duluth, Minn.*

Our carpet department is bristling with the newest and best weaves.—*Peter Grogan, Washington, D. C.*

New fall carpetings and everything else that is floor covering. Already we show a handsome line and soon we'll show what you'll say is the best selected and most varied carpet stock in town.—*Waite's, New Bedford, Mass.*

The pleasant hum of brisk selling pervades every nook and corner in our big

carpet department; the logical result of our successful efforts of underselling. We are making carpet history. The values we offer are matchless. If there's a room in your house that needs carpets or curtains here's the chance.—*Whitehouse D. G. Co., Spokane, Wash.*

Sale of Rugs and Carpets.—When you buy floor covering you should investigate where you can obtain the best values, as the purchase of these goods involves a considerable amount. We present the following prices with the confidence that they cannot be duplicated in Cleveland. After a visit you will better appreciate the importance of this statement.—*The Williams & Rodgers Co., Cleveland, O.*

No Time for Hesitation. Carpets and Rugs Never So Cheap.—Every one at this time of the year is thinking gravely of cleaning the house, and with it the necessity of carpeting the floor. Opportunity creates duty when up-to-date carpets can be bought right. If you are ready to make your plans now, it will pay you to do so. Fortunate is the housekeeper who is ready to carry out plans for the spring. Readiness to take advantage of such opportunities as these means much to one's pocketbook.—*The Ontario, Grand Forks, N. D.*

Buy carpets from a carpet house. You wouldn't go to a drug store for calico, or a drygoods store for shoes, neither would you come to a carpet house for dressgoods, but when you do come to a carpet house you come for floor coverings, and you expect to see a better selection and better grades and better facilities than you would expect to find in a store which carries all kinds of merchandise. Our entire business energies are expended in providing the best floor coverings, draperies and bedding. We do not bother about your parlor furniture, or your kitchen stove, but we do exert every effort in behalf of your floor coverings, your draperies and your bedrooms. You must come to us expecting better values and larger assortments than are usually found. We lead in the carpet business. We excel in the carpet business. Our prices are the standards by which all other prices are judged. Come to us for carpets. We can satisfy you.—*T. Billington Co., Los Angeles.*

Attention is directed to the Spring importations of carpetings, in the newest designs and colorings. Also domestic carpets, embodying the newest patterns, many being exclusive with this house. Special reductions in last season's patterns.—*Arnold, Constable & Co., New York.*

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Yes, This Is a Carpet Store, Too.—We sell carpets as we do everything else—at the most reasonable prices in existence. The good, serviceable, beautiful kinds that never disappoint. Twice the room formerly given to them and twice the stock. Carpet size rugs also. It will pay you to come down to *Fulmer's, Hartford, Conn.*

Fall Carpets.—The buying time is here. Up on the third floor, where the light is best and brightest, are vast quantities of new designs and patterns, all moderately priced, for your choosing. This is positively the nicest lot of carpets and floor coverings we've ever had the pleasure of showing, and we believe the largest assortment in this section to select from.—*Boston Store, Mansfield, O.*

We are having an unusually busy trade in carpets and rugs for this season of the year. We offer a few more made-up rugs at a great reduction in prices. If you have a room in the house that needs a new carpet, bring the measure with you. We may be able to save you several dollars on your purchase. You are also invited to inspect the new fall line of carpets and rugs. Several hundred carpet size rugs to select from. Prices ranging from \$10.00 up to \$55.00. Choice new patterns in Roxbury tapestry brussels carpets, also axminster carpets, at \$1.00 yard, made, laid and lined. Other best makes of carpets at 70c. up to \$2.75 per yard.—*Hills, McLean & Haskins, Binghamton, N. Y.*

New spring carpets and rugs. You can buy now cheaper than later on. Funny statement to make, but true. From some makers we've received their surplus stocks, along with certain lots they held back from delivery to "uncertain" customers. Bought them at a big economy.—*Adams Dry Goods Co., New York.*

A big saving for you to buy rugs and carpets now.—*R. Wilcox, Cohoes, N. Y.*

At no time have we shown a better variety of more beautiful patterns, designs and colorings. New carpetings or rugs would prove a very delightful holiday gift.—*Abraham & Straus, Brooklyn, N. Y.*

A good place to buy carpets, and now is a good time, because we are closing out several short quantities in rugs and carpets before the fall stock arrives. Any roll of carpet with less than thirty yards can be bought one-third less than the regular price. All odd rugs, only one or two of a pattern, will be sold at the same discount.—*Vab Loewer, Columbus, Ohio.*

A lot of splendid Carpet bargains join the Great Rug Sale to-day and the thrifty housewife has a chance to get values in floor coverings that are not matchable anywhere else.—*Snellenburg's, Philadelphia, Pa.*

Our aim is to make this oriental and domestic floor covering section the best of its kind. Well informed carpet buyers and oriental rug connoisseurs, alert for choice bits, delight in this beautiful, spacious, daylight section. To put the stock in keeping with surroundings we must close what is here.—*H. G. Selfridge & Co., Chicago, Ill.*

Come to this carpet sale if you never go to another. Make your selections. We'll reserve them until you're ready.—that's fair.—*Davis, Horton & Co., Tacoma, Wash.*

Carpet specials. It is almost a sacrilege to offer such new and staple floor coverings at these absurdly low prices. A glance is all that is necessary for the posted housekeeper to know that this is a buying occasion.—*Boston Store, Milwaukee, Wis.*

Will continue for the balance of the week, thereby enabling all who have immediate or prospective needs in this line to take advantage of the splendid bargains which we are now offering. And it is not only a meager few that are on sale at these reductions, but a large and choice assortment which may be had either with or without borders—in fact, in some lines the assortment consists of nearly half the entire stock—carpets so new and beautiful that no reason exists for selling them for a cent below the regular, except that they are discontinued patterns which we are closing out to make room for the new spring stock. But, remember, this is the last week of the sale, and furthermore, that by making a small deposit a carpet or rug may be ordered now and held until wanted.—*Schuneman & Evans, Saint Paul, Minn.*

There will be a special sale on Monday at Saks & Company of Oriental rugs and carpets. To say that these Kazaks are beautiful seems empty—meaningless. The barbaric splendor of their conception thrills one with the intensity of their beauty. Their harmony and contrast seem to express the emotions of the weaver. They all but live, so vivid are the colors. It seems almost a sacrilege to place a commercial value upon them. One rarely finds their equals outside of private collections, and then only in small sizes.—*Saks & Company, New York City.*

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This is the time when the housewife turns her thoughts to floor coverings. This season we have the grandest stock of handsome patterns that have ever been shown in this city. Come and see the selections and our salesman will be pleased to give you an estimate of the cost to cover your rooms.—*Burns & Co., Harrisburg, Pa.*

We cannot say enough about our new spring stock of carpets and draperies. It is positively the largest and best line we have ever been able to present to the buying public of Columbus. Have you ever visited our carpet department? If not, come in and ask to go to the fourth floor and just look around. We have confidence in the goods selling themselves.—*Stewart Bros., Columbus, O.*

A little later on, if not just now, you'll probably want to select something in the carpet or rug line. We think that we can give you some pleasant surprises.—*C. C. Fuller & Co., Hartford, Conn.*

Before stock taking we always find a number of patterns in carpets that are short ends. Such of these as we can we make up into carpet rugs. This week we offer you at special prices a number of carpet rugs made from remnants in our own workroom. They are better made than the regular factory made carpet rugs—the miters are bound and made flat, avoiding the usually found heavy ridge in carpet rugs. Remnants are always sold in this store regardless of cost, and in the case of these carpet rugs the work has been taken into consideration and added to the regular remnant price, hence the big reduction offered. Come and make your selection and "make your own terms on one" this week.—*Tull & Gibbs, Spokane, Wash.*

This morning's business of this big merchandising event proved it an instant success. It could not be otherwise, for in every particular it offers unusual attractiveness, first in the wide range of both carpets and rugs included, and second in the great price concessions which prevail. These productions of the leading firm of Alex. Smith & Sons Co. from their great New York sale, are the very pick of the market and the very best goods manufactured. A glance at the items herewith will demonstrate the exceptional inducements now offered.—*Hamburger's, Los Angeles, Cal.*

No feature of this business has given its owners more satisfaction than the achievement of leadership as carpet and rug sellers—because in no other branch is every store so bound with traditions. That we do lead is evident to thou-

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sands—lead in freshness and amounts of stocks; lead in beauty of patterns; lead in the carefulness of order filling; lead in the promptness and liberality of claim adjustments; lead in having the cordial good will of the country's great carpet-makers—whereby we get first chance to buy large blocks of goods that, for one or another reason, are forced to sale. We have been honored as no other store in winning contracts. We are the principal carpeters of churches, hotels, schools, sanitariums and homes. Of course, we do not get all orders—sometimes other stores take contracts at a loss to "beat" us; sometimes friendship weighs—grade for grade as to quality why shouldn't a friend think your patterns the prettiest? Sometimes we are beaten right out in the open—but not often. This is a world of averages—and our carpet successes average high.—*Chamberlin, Johnson Co., Atlanta, Ga.*

Time was when carpets and rugs were an expensive luxury, without artistic taste or quality. To-day they are made for quality and daintiness of pattern. Instead of there being one or two qualities and patterns, there are many and varied. If you are in need of a carpet or rug make a visit to this department and see the special bargains offered for this week.—*J. D. Parcell, Lexington, Ky.*

Carpets and rugs sharply reduced. Some of our very best qualities go on sale to-morrow at exceptionally low prices. China and Japanese matting, imported direct, may be bought at significant savings. All wool art squares are very low priced. Go over this list carefully; if interested it will pay you to select your floor coverings to-morrow at this store.—*Field, Schlick & Co., St. Paul, Minn.*

The prices on our carpets and rugs are floored. So will the carpets be if you once look over our stock.—*The Colorado Springs Carpet Co., Colorado Springs, Colo.*

A Lowering of Prices on Carpets, Rugs, Mattings, Etc.—It's one of the conditions of leadership that stocks be always fresh and assortments complete. To meet these conditions often necessitates the selling of goods at reduced prices.—*Kaufmann's, Pittsburg, Pa.*

Our line of spring carpetings are complete. By far the handsomest showing made by any store and the prices are positively lower in this sale than they will be for some time to come. Anticipate your wants now. We will deliver the goods whenever you are ready.—*Luellenburg, Philadelphia, Pa.*

Carpeting. Hundreds of artistic designs and beautiful color combinations in every grade. \* \* \* We have been critical in our gathering this season—as we always are—shunning the commonplace and seeking the unique and effective. Our practical knowledge and long experience are at the service of all.—*Ingram & Bird, Sacramento, Cal.*

Among the carpets here the greatest surprise awaits you, not a few cut prices here and there on some ancient style that might prove a bad bargain at any figure, but a slashing of prices from beginning to end, from cheapest to highest grade weaves. Not a single penny of any price on any carpet in the entire stock represents profit. The profit has already been made on the season's goods that were sold in their season, and now comes the opportunity of those willing to help us clear our decks for spring stock and spring selling. Remember our last clearance sale, and profit by our warning not to stand on the order of coming but come at once.—*Brownfield-Canty Carpet Co., Butte, Mont.*

A remarkable sale of carpets. If we were offering last season's patterns at a reduction, people would say: "Yes, they do that every season so as to keep their stocks fresh and clean." But when we are offering this season's choice new designs and colorings for a third under the customary prices, the news may fairly be called remarkable. We are introducing our splendid new carpet floor to the Brooklyn people—and we have taken this way to do it. But the sale ends with the month, remember.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Every twenty-four hours you allow to pass without inspecting our stock of carpets and housefurnishings, and making your selections for spring needs puts you just that much behind in the race with shrewd, early and better satisfied buyers.—*J. Mickleborough, St. Thomas.*

If floor coverings are to be purchased within the twelve months a thoughtful noting of these extreme price concessions will convince you there is wisdom in promptly securing some of these preferred advantages. We carry only the most standard weaves and every yard and piece is guaranteed to be of the full quality represented.—*The Denver Dry Goods Co., Denver, Colo.*

A harvest of carpets here. Some of the exceptional values that prove our carpet ability as to character, beauty and money saving prices.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Headquarters for Carpets.—The fact

that we carry the finest varieties of carpets and are recognized as leaders in exclusive designs does not preclude us from offering the best values—the greatest bargains to be found in Chicago.—*Mandel Brothers, Chicago, Ill.*

It may seem a little late for us to cry about our spring carpets, but it's simply a case of "must" with us. You don't know what you miss till you see our line. New styles arriving every day. Each one prettier than the last.—*York Supply Co., York, Pa.*

"Never suspected there was such a great stock of carpets in Colorado Springs."—*The Johnson & Wilbur, Colorado Springs, Colo.*

Of the many qualities of carpets made, there is none as suitable for use in summer homes as a Brussels carpet. It always looks cool and fresh, is easy to keep clean and wears splendidly.—*W. & J. Sloane, New York.*

Carpets cost a heap of money—too much for you to afford to buy an inferior grade even at a few cents less in price. But there is one kind of carpet we believe you can afford to own. It's a first class closely woven velvet carpet, and it has but a second class price here, \$1.00 a yard.—*W. A. McNaughton Co., Marion, Ind.*

Fairness and goodness are two prominent characteristics of our carpets. "Fairness," or artistic beauty, and "goodness," or durable quality, combine to make ours the most attractive and useful in the city.—*Kelly & May, West Superior, Wis.*

New carpets, lace curtains and draperies. Are any of the above included in your fall re-furnishing plans? You're fortunate if they are, for this offering gives you an opportunity to secure carpets, curtains, etc., all handsome, durable goods, at prices much lower than elsewhere.—*Columbus Dry Goods Co., Columbus, O.*

"Something new in our carpet department, eh?" "Why, yes, something new all the time. Stranger, if I may be so bold, from what section of the country do you come? I ask because within a radius of fifty miles we are known as always having something new in stock, and this is one of the seasons when we always have 'more.' And just let me tell you, stranger, there are no Oliver Twists around here. People need only to call on us to obtain all they want, and of the best quality at the lowest prices. There is always 'more' in stock."—*Wasson's, Indianapolis.*

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New Carpets.—Every worthy weave from rag to velvet.—*Myer Brothers, Passaic, N. J.*

If you have a color scheme in mind for any room in your house, we believe we can give you the best help in the carpet part of it.—*Pinkham & Willis Co., Worcester, Mass.*

In selecting a carpet you are choosing something that will stare you in the face morning, afternoon and evening, day after day, for a good many years to come.

Much depends on whether you discard the cheap imitations sold in careless stores, with their apparent present saving in price, and pay a trifle more for the best of the kind you are going to use; something that the maker is not ashamed to weave his name into.

The carpets shown you here are the best of their kind. The patterns in very many cases are exclusive, and, quality for quality, the prices are as low or lower than you will find elsewhere—thanks to the largeness of our purchases.—*Wanamaker's, Philadelphia, Pa.*

Now for carpets. Easter is passed. Time now to turn our attention to the house. Wardrobes are restocked maybe, but the carpet in the hall, or the drawing room, shows signs of wear. The spare bedroom, which has so long been waiting its turn, really must be re-furnished this spring. The ever-energetic housekeeper has a thousand plans for the improvement of her house, and this store stands ready, willing and able to help her economically and well, as never before. Here are some examples of more than ordinary good values which we have arranged for to-morrow. Why not come down and take advantage of them?—*The Robert Simpson Co., Toronto, Can.*

Yes; it's an odd time to buy carpets. Maybe you're out of town and don't need the carpets for several months yet. That's why we need to make such an offer as this. We wouldn't think of making such little prices at any other time. But we can't keep these Carpets till the new goods come and demand the space. We can't afford to have them here to spoil the sale of the new goods next Fall. We couldn't afford to spend the time to sell them then.—*Wanamaker, New York.*

Carpet Excitement!—Get Friend's prices, see his remarkable stocks, then you'll know why there's exciting trading.—*Friend's, Pittsburg, Pa.*

Our announcement of this sale of new carpets brought forth a new demand.

Our mills never sent us so many excellent grades and exquisite coloring effects as represented in our vast stock, and the prices invariably less than you pay elsewhere for old styles.—*John Mullins & Sons, Jersey City, N. J.*

An honest Body Brussels carpet—the kind we handle—is the most practicable and serviceable carpet woven for dining-room, living-room, bed-room or hall and stairs. Will not show footprints or the impressions of the castors on heavy pieces of furniture.—*John Brenner Co., Sacramento, Cal.*

"Dropped patterns" means carpets that the different manufacturers have decided not to make another season. Twice a year they hold an exhibition and sale for the following season, and the week previous to this exhibition they offer their entire surplus stocks to the representative large dealers. We have secured the largest and best line of "dropped patterns" it has ever been our good fortune to present, and it is safe to say that it will be some time before such bargains will be offered again.—*R. H. White, Boston, Mass.*

Royal Wilton—the name speaks for itself. We offer a group of these famous carpets, in beautiful patterns, and in colorings specially adapted for boudoirs and sleeping rooms—blues, pinks, light greens, sage greens, yellows and tans—at a saving of almost a third.—*Wanamaker, New York, N. Y.*

Carpets! Carpets! Spring of 1903. Gardens of spring beauty. Not only the skill of weavers, but the hues and forms from many gardens have contributed to the Spring beauty of our carpet floor.—*Guy Furniture Co., Worcester, Mass.*

Bargains in carpets, room-lengths. If ever you had a carpet bargain which you couldn't afford to miss (if you want carpets at all) this is it. The carpets are not old, out-of-date patterns, but this season's styles, only they're what we call remnants. They're room-lengths, as a rule—some large enough for two rooms.—*Farrell's, Trenton.*

In making our carpets, expert workmanship and low prices go hand-in-hand. The corners match and the mitres are sewed by hand. We are sure if you once try us you will be a steady customer here.—*Giddings Bros., Colorado Springs, Colo.*

Your wife will appreciate our wondrous carpet department, filled as it is with this season's choicest productions.—*Davenport Furniture & Carpet Co., Davenport, Iowa.*

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We have always bought our carpets and rugs from the best mills, and when you buy ingrain from us they will be all wool. Our choice patterns make choosing easy. We have very low prices also on Brussels.

"Reliable" Carpets—Billows of new weaves and patterns have been rolling in with their assurance of reliability in pure wool firmly woven, and their new color combinations are even now gracing hundreds of new homes.—*Cowperthwait Co., Brooklyn, N. Y.*

Spring carpets. Our sale this week will bring out the spring time spirit and the spring time crowds—in fact, will be an occasion that stands out with decided prominence.—*John Campbell & Co., Hamilton, Canada.*

Best carpets made at a full third under former cost. A most forceful offering—judge it by our saying that you can choose among three hundred and twenty-four styles in full rolls and most with borders to match.—*Gimble Bros., Milwaukee, Wis.*

Bring your carpet ideas to us. We'll tell you honestly whether certain carpets will look well or wear well in certain rooms. We'll help you select just the right thing.—*Damon, Kenton, Ohio.*

Naturally this is not the season for buying floor coverings, nevertheless a great many thrifty housekeepers have seen the wisdom of hurrying their plans a little, and by anticipating their needs a few weeks hence have saved a generous sum on their next carpet bill, besides have had the satisfaction of choosing from a fine broad selection.—*C. R. Hawley & Co., Bay City, Mich.*

Those sensational carpet bargains at Farrell's make the most welcome news which newly-married couples about to "go to housekeeping" can read of. These and others who need new carpets have now the opportunity of buying them at cost, or about cost, simply because a change of makers makes it necessary that we close out certain of our lines at once.—*Farrell's, Trenton, N. J.*

Our efforts to convince you that we have the best selected stock of carpets at lower prices than any house in the city has not been in vain, as the marked increase in our past season's business has demonstrated. This week we are offering exceptional values in carpets.—*The Martin-Benight & Shoaff Carpet Co., Denver, Colo.*

There is decided economy in buying good carpets. Nearly every housekeeper thinks that the buying of a carpet is an

expensive item, yet a good carpet is always worth the extra money it costs; it never pays to save money by buying a cheap one. We show one of the best stocks in Hamilton, but we've no room for cheap kinds here. Every yard must pass our standard quality, which means we must be able to guarantee you the wear of most every carpet we sell. This week we can show you exceptional values in fine Axminsters that you cannot duplicate anywhere else.—*A. M. Souter & Co., Hamilton, Ont.*

We're well aware that everybody does not want tapestry Brussels carpets, but right here's where that item (the 70c. value for 48c.) is of interest to you. It gives you a hint of the splendid values that await you in our carpet and rug section to-day. Values that are breaking all previous records (for September selling)—we'll about triple the business of last September.—*Simpson Crawford Co., New York, N. Y.*

Very elegant and artistic designs in these beautiful carpets and such as you'll only see at this store. A magnificent collection of splendid English makes, in elegant high class art effects of floral, Oriental, conventional and Persian patterns. Styles and colorings suitable for drawing-rooms, parlors, libraries, halls; 5-8 borders and 3-4 stairs to match.—*Thomas C. Watkins, Hamilton, Can.*

There is still a beautiful assortment. They were sent here by the firm of Pherozerhah, Eduji, Shapurji, the famous Indian weavers with looms in Cashmere, Ameritser and Typore, India—the last of a lot held by them in bond for some time in the hope of getting a reasonable amount for them. They are fresh and perfect goods, right out of bond, made of the best of wools and natural dye, beautiful designs, suitable for any part of the house. We secured them at just half the prevailing importer's cost and they go to you at half our regular prices.—*Abraham & Straus, Brooklyn, N. Y.*

The new carpets are ready, all fresh, beautiful and in almost endless variety. These are the days to get the cream of the new stock, and it is a wise time to make selections so that your carpets may be made and all ready to be delivered and laid when you are ready for them. The selection is much more satisfying if done before the hurry-time begins.—*Wanamaker, New York, N. Y.*

I never tire of talking about my carpets, and you won't wonder if you look over the elegant stocks I have for your inspection.—*J. Michaels, Brooklyn, N. Y.*

#### FLOOR COVERING



People who are expecting to buy Axminster carpets will find it to their advantage to see this beautiful line of Templeton's Empire Axminsters we are offering for Thursday morning selling, at \$1.25 per yard. Templeton's Axminster carpets are the finest wearing carpets in the world. There's no other make just as good, although, like all other things, there are many imitations; in appearance they are oftentimes just as good, but it's in the wear that the difference is.—*Hudson's Bay Stores, Vancouver, B. C.*

In the furnishing of a home nothing plays a more important part than the floor coverings. "A room well carpeted is half furnished" is an old saying, but a true one. No room, however, is well carpeted where quality is sacrificed.—*The Household Fair, Kansas City, Mo.*

Haven't you often noticed that the carpets you have just recently dismissed from service have become the most pleasing, that you have learned to look upon them with more satisfaction each season they have been in use, and if this is true can you not anticipate your wants for fall so that you can take advantage of prices we are prepared to offer you for present purchases. Carpets—unlike millinery—do not change materially in style. Our present stock contains styles which the fall showings will not improve upon.—*J. Mickleborough, St. Thomas.*

Carpet bargains for nest builders. The most of us are content to get a home together a little at a time, and it's well it should be so, for half the pleasure is in anticipation. Hence the necessity of spending carefully the carefully saved dollars for the new floor covering. What a pity if one single dollar should be lost.—*Stone, Fisher & Lane, Seattle, Wash.*

Our carpet stocks are rich with the wealth of both foreign and American looms. We have the first selections from all the famous manufacturers, and are able to show you, in addition to the staple lines, a splendid variety of original, novel, and artistic effects in various patterns, and in many color combinations, from the most delicate tones to the deepest Oriental effects.—*Wanamaker, New York, N. Y.*

Probably the buying of no other article of furniture in the home is of so much importance as choosing the carpet. Hence one should be careful to get the best to be had—something that will give the best possible service.—*Gable & Co., Altoona, Pa.*

FLOOR COVERING

Now is the time when old carpets are lifted and new ones made to take their places. If you're thinking of brightening up your house with new carpets, don't do any buying without first seeing the extensive and handsome display that is here.—*H. Batterman, Brooklyn, N. Y.*

If you are economically inclined choose your fall carpets now. By so doing you can save from one-fourth to one-third of later Fall prices. Many shrewd housekeepers and home furnishers, from far and near, have accepted of the sale's advantages, much to their delight and satisfaction.—*Frederick Loesser & Co., Brooklyn, N. Y.*

Beauty in Carpets.—Carpet buying time is here, and so is our new stock of Fall patterns. We just want to call your attention to our assortment of carpets which has just arrived direct from the mills. Our stock is made up of the newest exclusive designs—with a wide range in qualities, from the cheapest Ingrains to the best grades in Wiltons and Axminster carpets.—*Ingram & Bird, Sacramento, Cal.*

Carpet buying time is here, and the very newest designs and colorings are on our carpet floor in such vast quantities as to almost bewilder you. Never was such art displayed as in this season's new goods; never were the colorings of such a high standard, nor the designs so beautiful. They are positively the nicest carpets we've ever had the pleasure of showing. We are always happy to be able to show our patrons the cream of the manufacturers' art, and in these carpets we can do it.—*Hudson's Bay Stores, Vancouver, B. C.*

Ours is a one-line-of-goods store—floor coverings exclusively. In buying here, you reap all the advantages of our intimate knowledge of carpets. From the selection of the raw materials entering our mills, to the laying on your floors, every detail undergoes the scrutiny of experts. You have the assurance not only of best wearing quality, but of perfectly done sewing and laying. In addition, we can always offer a substantial price-saving.—*John & James Dobson, New York, N. Y.*

Carpets to win a place in this stock must possess marked individuality, design and color treatment and be the best values obtainable, yet with all this exclusiveness we must be able to sell them at the lowest prices and yet provide our patrons with floor coverings not obtainable in usual stores and which have distinctive merit.—*Fritz & La Rue, Philadelphia, Pa.*

Every yard of carpet in our entire stock is substantially reduced in price for the purpose of pushing our sales far ahead of those of any previous season. Notwithstanding these reductions we shall continue to make, lay and line all carpets entirely free of extra cost, which is an additional saving to our patrons of from 20 to 25 cents on every yard. More than this—we make no charge for the two or three yards that are unavoidably wasted in matching figures.—*Peter Grogan, Washington, D. C.*

Order the new carpet now. Have it cut and made, subject to your call, and then, in a few weeks, when you want it quickly, it will be ready for you.

No mistake can be made in buying carpets early this fall. Thousands of rolls have been withdrawn from the market, owing to the great Philadelphia textile strike. The scarcity of ingrain has compelled buyers to look for other grades; and they, too, show the effect of a restricted output. There's a hint of higher prices in the air. At all events the market cannot well be lower. Timely buying has given us a splendid assortment for your choosing.—*C. F. Wing, New Bedford, Mass.*

Carpet Buying Time Is Here.—And the very newest designs and colorings are on our carpet floor in such vast quantities as to almost bewilder you. Never was such art displayed as in this season's new goods; never were the colorings of such a high standard, nor the designs so beautiful. They are positively the nicest carpets we've ever had the pleasure of showing. We are always happy to be able to show our patrons the cream of the manufacturers' art, and in these carpets we can do it.—*Damon's, Kenton, O.*

Carpet Sale!—Small need to talk overmuch about it. You know when we hold a "sale" there's something in it for you. We started the ball a-rolling by our offer of Lowell and Park mills—all wool extra super ingrain at 59c. the yard.—*C. F. Wing, New Bedford, Mass.*

Now is the time to buy carpets. We've got an early shipment of fine carpets, comprising all the coming season's designs, new colorings and closely woven weaves; just the kind of carpets that wear well, look well and never fade. These carpets were shipped to us by our agents in England, having bought them at mill prices, and as luck would have it they arrived before the advance in freight rates. It just means to you that if you buy your carpets now you will get them for a great deal less than

you will have to pay for them when the spring stock arrives and the freight rates rise.—*Hudson's Bay Stores, Vancouver, B. C.*

Our July clearance carpet sale a most extraordinary bargain event. The announcement of this event will be welcomed by the large number of home furnishers who have taken advantage in the past of the splendid saving opportunities this sale affords. This sale is made possible from the fact that this is the time when we close out all discontinued patterns now in stock, which are underpriced regardless of cost or former selling price. Here are hundreds of rolls of carpet so new and beautiful that no reason exists for selling them a cent below their regular value, except that the patterns are not to be continued this year. All come from the foremost manufacturers and are of the very best quality. The prices, though, bear no relation to the values—but it's not profit we're considering now—it's the closing out of a large assortment of short lengths, part rolls and discontinued patterns, which are marked at prices that will make this sale the greatest bargain opportunity of the season. Think of buying beautiful Wilton, Brussels, Axminster and Velvet carpets at one-third less than regular prices.—*The Palace, Spokane, Wash.*

Carpeting. Hundreds of artistic designs and beautiful color combinations in every grade. You can hardly become familiar with the season's novelties without a visit to this pioneer carpet store, because of the scores of patterns that we control exclusively in this market. In fine carpets—the Wiltons, the Axminsters and the Brussels—we have never held a more interesting exhibition of well drawn patterns and harmonious colorings. The splendid assortment in each grade gives ample opportunity for the satisfying of individual tastes and the meeting of room requirements. We have been critical in our gathering this season—as we always are—shunning the commonplace and seeking the unique and effective. Our practical knowledge and long experience are at the service of all.—*Howe & Rogers Co., Rochester, N. Y.*

Carpets. An important clean-up at sharp reductions—we've picked out for immediate riddance several lots of worthy floor coverings—the trade reasons that justify the reductions are logical but dry and trite—hence omitted here. The facts concerning goods involved and price revisions are interesting—read and see.—*Boston Store, Milwaukee, Wis.*

FLOOR COVERING

House-cleaning season isn't so very far off—even in these snowy times. Isn't it the part of prudence to forelay for it?—*C. F. Wing, New Bedford.*

Each year we get at the close of the season the "private patterns" which the best maker of Royal Wilton Carpets in America decides to discontinue. And each year they make the best underprice offering of the whole carpet season. These patterns are the choicest product of the mill—those which are confined to one store in a city. We get them at the season's close through favor—because of the store's wide and prompt outlet for fine carpetings.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The carpet store was as busy as the busy basement yesterday. People came in with the opening of the doors and a steady stream of shoppers poured in all day. The carpets mentioned are all new spring stock, just in, and you must remember that the prices are considerably lower than the market value—that is the market value to others. As we bought these, so we will sell them, and you will reap a harvest in good values.—*People's Store Co., Tacoma, Wash.*

But for the fact that carpet makers discontinue certain patterns at regular intervals carpet designers would find time hanging heavily and scores of thrifty carpet buyers would miss some of the best carpet bargains the trade knows. This is one of the bargain times—a chance of "dropped" patterns. It involves part pieces, as well as full rolls, of room carpets, some with borders to match; hall and stair carpets and a number of odd stair carpets and borders. In some there are a number of lengths of the same pattern. These will command the prices named for lengths over 20 yards. If these pieces could be duplicated there would be no reason for the sacrifice. The wise way is to bring actual room measurements with you, and close the deal promptly for the pattern you wish.—*Macy's, New York, N. Y.*

The most beautiful stock ever brought to Columbus. Anything you want. Ingrains from 20c a yard up. Brussels from 60c a yard up. Velvets from 75c a yard up. Axminster, Royal Wiltons and every known carpet in an endless variety, and please remember, all new, fresh, clean the choicest that money will buy, and you get them for less than other stores charge for their old stock. Won't you come and spend an hour letting us show what we can do for you?—*The Kraus, Butler & Benham Co., Columbus, O.*

Now is the time to place orders for our specially designed whole carpets, so as to insure delivery in the early autumn. These carpets are hand woven after colored designs prepared by our own artists to harmonize with the decorations of the room. Some of the most desirable weaves are: French Aubusson and Savonnerie, Scotch Chenille Axminster, Berlin, India and Turkey. Our long experience in weaving whole carpets gives positive assurance of satisfactory results.—*W. & J. Sloane, New York.*

Extraordinary May carpet sale. Discontinued patterns being closed out. We hold a sale of this kind every year. The extraordinary feature of this one is the fact that notwithstanding carpet prices everywhere will be higher in the autumn, the prices in this sale are less than the same grades of carpets cost at the mill. Every yard of the carpet is fine, perfect and the best product of the best mills in the country. But there must be new styles in carpets as in dress fabrics and some patterns have to be dropped to make way for them. It is these designs which we are now offering at such remarkably little prices. Even if you don't expect to need carpets until the fall, it will pay to buy now and hold them rather than wait and pay higher prices than even the regular prices are to-day.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Our low prices are emphatic. Your carpet dollars will do double duty here.—*Colorado Springs Furniture Company, Colorado Springs, Colo., Feb. 8, 1902.*

Among the carpets are many attractive patterns, on which you can save much in cost by buying now for spring needs.—*Wanamaker's, Philadelphia, Pa., Feb. 1, 1902.*

The season's newest designs. If you are going to buy a new carpet square, choose a "Crossley" velvet, and let us assist you in the selecting of it. We have just received our new season's stock; all the newest patterns and designs are represented, so you'll find choosing now pleasant and easy. Of all the carpet squares made a velvet is the richest. It has a short heavy pile and takes the patterns and colorings perfectly. Crossley & Sons, of London, England, make the best velvet squares, and we are their sole agents in this city. We buy from them direct, thus are able to save all middlemen's profits, and to sell the rugs to you at a lower cost than rugs of like quality and newness sell in any other store.—*Hudson's Bay Co., Vancouver, B. C.*

FLOOR COVERING

Too much cannot be said of our carpet department. The patterns are prettier than ever. The qualities higher. More beautiful harmony of coloring. Everything that can add to artistic appearance and yet combine superb wearing qualities is the story of this department.—*Tull & Gibbs, Spokane, Wash., Feb. 1, 1902.*

Remnant carpet squares at remnant selling prices. You know what these are, we've sold so many of them during our career as the leading Vancouver carpet store that they need but very little introducing. It's only natural that after a very busy season of carpet selling many short lengths of carpets and borders were on hand. These we sent to our carpet-making room to be made up into carpet squares, and to-morrow we offer them to you at remnant prices. They are exactly the same as the carpets sold which the purchasers were pleased to pay full price for—just as serviceable—just as new in design and just as pretty; the only difference is the price, and that's in your favor. Just read the sizes over, and if there's one in the list that fits your requirements be on hand early to-morrow to purchase it, for there'll be a rush for them, sure to be, there always is.—*Hudson's Bay Stores, Vancouver, B. C.*

A sale—short end carpets. All grades—sixty pieces—varied lengths—prices cut to cost. During our annual July sale we are going to offer you a choice of about sixty pieces of carpeting, ranging in length from five up to thirty-three yards. The grades are extra wiltons, axminsters, velvets, body brussels and tapestries, in fact, all the popular makes of floor coverings. You will find pieces large enough to cover good sized rooms or pieces that will make room size rugs. The prices asked are listed below, and a glance will prove that values have been cut deep. The early shoppers will get the cream of the stock. Don't you want to be a skimmer? Each piece must be sold entire, and pieces with border will have the border listed directly under carpet.—*The Grote-Rankin Co., Spokane, Wash.*

A notable carpet sale. Thousands of yards, all under price. Carpets ranging from good grades up to the most magnificent product of American mills. Patterns in such immense assortment that any possible taste or need can be satisfied. Prices so low that in a great many instances the mills would not now take our orders at wholesale for as little as you are asked to pay. It is the time to

buy carpets. It is the time to discover—if you have not already done so—how unusual in breadth and character is the stock of good carpets in this store.—*F. Loeser & Co., Brooklyn, N. Y.*

Lively doings this week in the carpet and rug section. Every possible need and every desire, no matter how ambitious, can be met in the floor-covering line at Barie's. Our stock of fine carpets, rugs and linoleums is simply inexhaustible this season, graded from the cheapest ingrain at a few cents a yard to the exquisite wilton velvets fit for the millionaire's home. Bring your carpet wants here, we will figure with you and make you the very best possible price. Inspection invited this week.—*The Wm. Barie Dry Goods Co., Saginaw, Mich.*

Every yard of the carpet is fine, perfect and the best product of the best mills in the country. But there must be new styles in carpets as in dress fabrics, and some patterns have to be dropped to make way for them. It is these designs which we are now offering at such remarkably little prices. Even if you don't expect to need carpets until the fall, it will pay to buy now and hold them rather than wait and pay higher prices than even the regular prices are to-day.—*Frederick Loeser & Co., New York.*

We have decided to have a busy—very busy—week in our carpet, rug and drapery Departments. We want you to see our showing of them—we want you to see how satisfactorily you really can buy carpets and rugs and draperies here. So, for this week, then, there are going to be price inducements for you to fill your carpet wants. Every kind of a floor covering, and portieres and lace curtains, are to be included in the special pricing—and the saving is to be mightily worth while. Terms of your own making during this great sale.—*North Star, St. Paul, Minn.*

Beautiful floor coverings, woven by the peasantry of the Far East, in those inimitable designs and color effects that have been handed down unchanged from father to son for perhaps hundreds of years. We have just opened up some bales of these magnificent rugs. They are in excellent condition, and are simply wonderful value at the low prices we ask. The makes represented are Kazack, Carabagh, Shirvan, Hamadan, Moussoul, Guendjes, Anatolian. Sizes range from a small mat to a good-sized hall rug, and the prices from \$6 to \$35.—*John Kay, Son & Co., Toronto, Ont.*

FLOOR COVERING



English axminster *carpets*. We are showing in our present magnificent stock of axminster carpets, the handsomest parlor effects that we have ever seen. These comprise the cream of the new weaves of leading English carpet designer-artists, as selected personally by our own buyer. These are qualities of the highest merit, and emphasize to what saving effect the great purchasing power of this store has been exerted on behalf of its patrons.—*The T. Eaton Co., Winnipeg, Can.*

New carpets. A generous assortment of new spring *carpets*—early arrivals—is now on show. Carpets certainly (barring left-overs) will be no cheaper. We think it the part of prudence to buy early. Carpets selected now will be made and held subject to your orders. See the new ingrains and tapestries. New carpet rugs also are worthy your attention. We invite your inspection.—*C. F. Wing, New Bedford, Mass.*

English axminster *carpets*. The importance of this splendid stock of new carpets, with which our carpet floors are covered, couldn't possibly be better estimated than by the beauty of coloring, the variety of pattern, the depth of pile presented in these splendid axminster carpets at \$1.50 yard. The superiority of Eaton quality and Eaton value couldn't be more convincingly demonstrated.—*T. Eaton Co., Winnipeg, Can.*

You can put it down as a positive fact, carpets are higher, all manufacturers have given fair warning to that effect long ago, so future deliveries of *carpets* will cost you more, but meantime we are holding our February carpet sale with prices as low as the lowest you've known similarly good floor coverings sold at for years.—*S. P. Dunham & Co., Trenton, N. J.*

The kinds you admire as you do rarely beautiful pictures. Just such color plays and shadings as you see in brush work. Art weaving at its best, you will say.—*S. P. Dunham & Co., Trenton.*

Extra heavy reversible wool Smyrnas, from a manufacturer who never sacrifices quality in order to meet low price. These came from the mills' semi-annual clear-up. Twice a year we get rugs from this source.—*S. P. Dunham & Co., Trenton, N. J.*

Tempting bargains in *carpets* and rugs. This is the best place to buy carpets and rugs. Strong statement? Well, we'll stand by it. Our reputation stands back of every offering; we cannot afford to sell anything but the most reliable, and the way we buy enables us to bring

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the selling prices down far below the market. Unusual as it may seem, with prices for materials advancing, and when carpets are in demand, we are glad to be able to announce our money-saving prices. Everything in the grand stock is a genuine bargain that will stand the closest scrutiny—bargains that we have no hesitation in saying cannot be matched elsewhere.—*Scranton Carpet & Furniture Co., Scranton, Pa.*

A very heavy quality and one of the most serviceable *carpets* there is made; comes in a choice assortment of beautiful room patterns with borders to match; also designs suitable for hall or stair use.—*Hamburger's, Los Angeles, Cal.*

Beautiful thick pile *carpets*—some of our handsomest patterns among them. Lessened price, of course, for short lengths—save as much as sixty-eight cents a yard on some of these! No need to say much about the splendid wear they'll give.—*The T. Eaton Co., Winnipeg, Can.*

Our tremendous sale of *carpets* a record breaker. Hundreds upon hundreds of rolls have been sold and still the opportunity holds good and the chance to save on every yard is assured to all customers. Not again this year will you see such low prices on floor coverings. After this great purchase is sold the same factors that have prevented other dealers from offering carpets at these prices will prevail in our own case. First—The tremendous shortage throughout the markets. Second—The increased demand. Third—The increase in cost of production. All these factors are now operative, and only by taking time by the forelock have we been able to distance our competitors, and we are now able to offer these carpets at retail for about what dealers have to pay at wholesale at the present time. Merchants, wholesalers, dealers, hotel men, summer house owners. We can supply your needs and save you money—no limitations—the more you buy the more you save.—*The Boston Store, Troy.*

Heavy English brussels *carpets*. Have you noticed the increased beauty of both color and pattern in the new brussels squares this spring? We don't know whether to give credit to the weavers or to the extra care with which our buyer made his selection. Probably both are deserving. At any rate, we have never seen handsomer brussels—never. They are usurping floors formerly covered by wiltons and axminsters—they are that handsome.—*The T. Eaton Co., Winnipeg, Can.*

Final clearance of *carpets*. The last of the Dunlap stock. The remnants of one of the most wonderful carpet sales that has ever come to the notice of Milwaukeeans will go on sale Thursday to a finish. This announcement should be particularly interesting to hotel owners, steamboat furnishers as well as home furnishers.—*Gimbel's, Milwaukee, Wis.*

There should be a host of eager buyers in the carpet department to-morrow, for the number of persons furnishing with rugs is steadily increasing. And this is autumn furnishing time—values like these could not be more timely.—*Pomeroy & Stewart, Harrisburg, Pa.*

Special sale of *carpets* for this week. You cannot afford to overlook a single item in the following lists, if you've the slightest notion of having new carpets for any or every room in the house, for not only are the qualities offered superior in every respect to those ordinarily handled in rug stores, but there is an immense variety to select from. You'll not find conditions different in any way from what they're here represented to be.—*Coulbert D. G. Co., Los Angeles.*

Do you wonder that we're busy selling *carpets*? When we're putting \$3 to \$8 back in every customer's pocket that carpets a room from this grand stock of ours through our generous system of making, laying and lining all carpets free of charge. All bright new patterns. Every one this spring's design from the leading and best mills.—*Story's, Camden, N. J.*

These fine wearing English *carpets* are the best productions of such famous makers as Templeton and Crossley, and are confined to us for Hamilton. They were bought before recent price advances, and show considerable savings over to-day's real worth. They are unequalled for richness of pattern, beauty of coloring and good wearing ability. A fine assortment for your selection. Borders and stairs to match if desired. All made, laid and lined free of charge.—*Thos. C. Watkins, Hamilton, Can.*

The wonderful values offered is making this carpet and rug sale a phenomenal success, coming as it has just in time when the new floor coverings are needed. The stocks were never as large and color combinations in all floor coverings never as beautiful as this season, which makes selections very easy. We guarantee the price of everything we sell to be as low or lower than the same article or pattern can be bought anywhere else. If in a day, a week, or a month later you find the same thing low-

er elsewhere make a claim upon us and it will be allowed at once. What broader guarantee can be given; it should make shopping very safe and especially as we deal only in the very best of everything.—*Kinnane's, Springfield, O.*

Our opening display in the carpet department has always been followed by an excellent trade, but this year it has been much larger than usual—we have sold to more people in Montgomery and in the surrounding territory, and larger individual bills than heretofore, which we consider a very sound endorsement of the values which we offer and the completeness of our stock. Fact is, there is hardly any grade of goods usually carried in such a department that cannot be found here, and the variety in patterns, colors and sizes is so great that any one can find just what they want. As for prices, quality and style considered, not even the larger trade centers offer any better opportunities, and our patrons are thoughtful enough to commend us for our reasonable rates.—*Jno. L. Cobbs & Co., Montgomery, Ala.*

Every housekeeper knows that *carpets* are an important item in the household expenses, and for that reason particular care should be taken in their selection. We make a special feature of our carpet business, pay close attention to the tastes of our customers, and watch all qualities that enter our store with a jealous eye. Our long experience enables us to judge qualities at their true values, and we protect our customers' interest with ceaseless vigilance. We are showing a very large and well assorted stock of carpeting this year, both in piece goods and made-up rugs, and the immense business we do in this line enables us to quote better values than you can get anywhere else.—*House & Herrmann, Washington, D. C.*

As we contemplate some changes prior to our spring trade we are putting special reduced prices on our entire stock of oriental rugs and *carpets*, both antique and modern—which offers an exceptional opportunity to rug buyers. Our stock is probably the largest and choicest in the state—taking in all kinds, designs and sizes.—*E. G. Missiriam, New Haven, Conn.*

Fine buying opportunities are afforded those who are looking for rugs in the January sale. The reductions from our regular fair prices are most decided and will certainly be appreciated by economical folks.—*Hahne & Co., Newark, N. J.*

FLOOR COVERING



In our *carpet* department you get something that you don't get everywhere. That is, guaranteed workmanship. If it is not satisfactory, we make it so, without a word. If you want a nice rug, and can't find the colors to suit, come here, select a pattern of carpet and we will make you one that will please in every way. Besides, you can have it made allowing any desired margin on the sides or ends. The rugs we make are well-made rugs. Come and inspect them, whether you are interested or not.—*Louis Einstein & Co., Fresno.*

New lovely Axminsters. The soft pile of our new Axminsters gives the carpet the most captivating tread touch of the richest and most handsome quality one can possibly fancy. In fact, these Axminsters are as near perfection as can be imagined. The wearing quality of the superb weaves is only excelled by the marvelously beautiful designs, in such artistic blends and magnificent colorings. Each new design is a scheme of great merit. Are you interested in floor coverings of the most exclusive type, in a decided new style, absolutely correct? We can show you many of the best in the newest novelties.—*Hudson's Bay Co., Winnipeg, Can.*

Best English Tapestry Carpets, 90c yard. There's more in buying carpets from our point of view than selecting from a lot of samples of a traveling salesman. That would never do—for the Eaton stores. Our buyers go straight to the largest carpet mills in the world and take their pick, and when there's nothing to suit have carpets specially woven for them—you'll find our name on many carpets woven in the selvage. In no other way can the best carpet be had.—*The T. Eaton Co., Winnipeg, Can.*

Axminsters—Aristocrats of Carpetdom. Spring stock arrivals brought us the finest range we've ever had in these beautiful carpets—both in richness of color, effect and artistic design. In many things one must sacrifice either beauty or long-wearing quality—but not so in these Axminsters. The soft, perfectly blended colorings, the deep, velvety pile, endow them with all the attributes of luxury and their splendid wearing quality makes them, at Eaton price, one of the most economical carpets possible to buy.—*The T. Eaton Co., Winnipeg, Can.*

That's the news our big *carpet* section has for Kansas City home furnishers this morning. The story of how we got this purchase would be a story of how a

big dealer had more carpets than he could handle. We did the unloading for him. He lost and lost heavily for our offer was a big lot less than the manufacturers' selling price. And body brussels is in high favor, too. Look for the words "Biglow-Lowell" woven in the back of each yard—that is the guarantee of high quality for you. There is every point about this carpet that could be wished for—the quality is excellent, the designs are desirable, the colorings are principally light, many in two-toned effects, such as blue, pink, rose and tan; some have borders to match; there are patterns and colors for bed rooms, sitting rooms, sewing rooms and parlors, and the price is away below what could be expected even in a special sale. Of some patterns there are only 25 to 35 yards, of others full rolls of 45 to 50 yards, in some instances upwards of 150 yards are alike. Our total purchase was 1,210 yards, and we consider this offer the best we ever made. If you shop around, you will find this grade of body brussels is regularly sold at \$1.75 a yard. These 1,210 yards will go on sale beginning this morning at 8 o'clock.—*Emery, Bird, Thayer, Kansas City, Mo.*

We have just finished stock-taking and will make big reductions in price of all odd rolls and short lengths in Axminster, velvet and tapestry carpets. Bring the size of your room; see them in our window; some splendid patterns from sixteen to forty-five yards in the roll. All sold on easy payments and no interest.—*Chas. M. Campbell, Sacramento.*

Experience with inferior qualities of floor cloth does more to sell good *linoleum* than any other influence. It is economy to buy inlaid *linoleum*, because the pattern is part of the fabric, goes clear through to the back, and remains strong and distinct until the material is worn out.—*W. & J. Sloane, New York City.*

Two thousand yards of *linoleum* that are slightly imperfect in printing, but perfect as to wear. In most pieces it's hard to even find the misprint. 60c. kind at 37c. square yard.—*Gimbel's, Milwaukee, Wis.*

Beautiful Wiltons and Axminsters. Carpets of wonderful durability, woven of hard twisted yarns, producing a pile that will stand any amount of hard wear without becoming pressed down. We sell the famous productions of Crossley and Templeton, the world's best carpet weavers. These are confined to us for Hamilton.—*Thos. C. Watkins, Hamilton, Can.*

FLOOR COVERING

Our closing-out *carpet* sale is nearing the end, and as the stock is pretty well broken we have decided to make still heavier price reductions. The patterns are the best—the qualities the highest standard. This is an opportunity to buy carpets at considerable less than they can be bought for from the manufacturer—it means a saving of from 1-3 to 1-2 the regular prices.—*L. W. Cook, Harrisburg, Pa.*

The name of *Ivins, Dietz & Magee* has been associated with the carpet business of this city for over forty years. To-day we are the only exclusive *carpet* house with a record of over a dozen years. Our progress has been steady, strong and sure, based on the foundations of strict integrity and dependable goods. We have catered to the actual needs of our customers and have never betrayed their confidence.—*Ivins, Dietz & Magee, Philadelphia, Pa.*

As we contemplate some changes prior to our spring trade we are putting special reduced prices on our entire stock of oriental *rugs* and *carpets*, both antique and modern—which offers an exceptional opportunity to rug buyers. Our stock is probably the largest and choicest in the state—taking in all kinds, designs and sizes.—*E. G. Missirian, New Haven, Conn.*

Old shabby worn out *carpets* transformed into handsome rugs with rich oriental colors. Made into different sizes to suit requirements. Hardly a house but has some old carpets in the attic. Hardly a housewife who would not like one or two nice rugs. 'Phone, write or call and let us show you how you can use the old carpets and get new rugs.—*Sam'l Stein, New Haven, Conn.*

*Linoleums* and kindred floor coverings. *Linoleum*—cool in summer, warm in winter, clean all the year round and wears everlastingly. For offices and public places; for halls and kitchens of private houses it is exactly what is wanted.—*Wanamaker, Philadelphia, Pa.*

Nearly two carloads of *linoleums* have been placed on sale within a week. We are showing a magnificent line of the new tile patterns in the finest inlaid goods. Inlaid *linoleums* are the most economical and satisfactory long-wear floor coverings for office, store, kitchen or bath rooms we know; the colors go clear through the goods from face to back and never wear off.—*Los Angeles Furniture Co., Los Angeles, Cal.*

Smiling times will once again gladden your home life if you cover your floors

with Catesbys' Cork Lino, and throw to one side the oil cloth or carpet that by its shabby state has caused your rooms to lose the cheerful aspect once so evident. You cannot make your rooms look nice and bright if the floor covering is faulty, and as oilcloth and carpet become faulty very quickly, you should assure yourself of a permanently pretty and beaming home by using Catesbys' Cork Lino. The patterns wear brightly for years, and no scrubbing is required to keep them clean.—*Catesby & Sons, London.*

New inlaid *linoleums*, new patterns, new colors, and some priced as low as 75c. yard, and that's a price privilege for which you can thank this Eaton store for introducing. Our new *linoleums* show the pick of the new patterns and new color effects. Selections are at their best just now.—*The T. Eaton Co., Winnipeg, Can.*

Five hundred yards of inlaid *linoleum* remnants to go on sale to-morrow at very special price. The lengths range from three to five yards each—all two yards wide—a number of good patterns and all well-seasoned goods—the kind in which the color goes through to the back—regular \$1.25 per square yard—Friday special at 75c.—*L. Bamberger & Co., Newark, N. J.*

Inlaid *linoleums* also descend the price scale. Thirty-seven rolls from our well-assorted stock—all in perfect condition.—*Wanamaker's, Philadelphia, Pa.*

Mill ends, but what difference does that make, so long as you get quantity you want, and by exercising a little patience, with the willing help of a salesman you're quite sure of finding just what you want. A half hundred patterns to choose from. Lengths run from two to six yards. Many of the ends are of the same style, all two yards wide.—*S. P. Dunham & Co., Trenton, N. J.*

The ideal covering for kitchen and dining room floors. We show a large range of patterns in the high-class printed qualities, both in block and floral patterns. In inlaid (in this kind the pattern goes through to the back) we show the best German and American makes. We have a large line of four yards wide goods, not any more expensive than the ordinary two yards wide of a like quality. We cut and lay all *linoleums* without extra charge. We have expert workmen and guarantee a good job. Our prices are always the lowest for high-grade goods. Come in and see the line.—*The Howard Furniture Co., Lansing, Mich.*

FLOOR COVERING

The new, clean and cool floor coverings are Matting. They come in plain, cheap designs for the sleeping rooms and in beautiful carpet patterns for the living rooms. When wiped with a damp cloth a matting is made fresh and clean, like new.—*Burger's Furniture Store, Schenectady, N. Y.*

Summer Floor Coverings.—We have almost infinite variety of the cool, decorative and substantial floor coverings that summer homes demand. A delightful collection from which to choose—a gratifying stock from which to buy, for there are economies to double the satisfaction of the purchase.—*Wanamaker's, New York.*

Straw Matting.—Just the kind you are looking for. Some of the prettiest carpet effects in Japanese fine twine warps or the solid China in pretty checks and lines.—*Waite's, New Bedford, Mass.*

Old matting is the bane of housekeepers. They won't lie flat; they wrinkle and pucker, and snap and loosen. Every roll here is fresh—new—made from the last crop of straw.—*R. H. Macy & Co., New York.*

Fiber carpets. These are becoming more popular every day—it's accountable. We are all glad to substitute gauze for flannel during summer, and what gauze is to the body, fiber carpet is in the home—restful, cool, desirable. It wears and wears, still it remains beautiful.—*Judson Hooper & Co., Trenton, N. J.*

New Matting. We imported our matting from Akawo Morimora & Co., at Kobe, Japan. By so doing we get them 25 per cent. cheaper than buying them from a jobber. To-day we place 200 rolls of fine 180 warp long straw matting, either fancy or carpet patterns, every roll brand new; also beautiful in-laid patterns, only 24c. yard.—*Sullivan's, Springfield, Ohio.*

Fiber Matting. Positively the best wearing matting made. This matting is reversible; consequently it gives double wear. It is a soft, pliable, clean, odorless, sanitary matting, woven of a foreign vegetable fiber. It has no nap to collect dust or lint. Germs cannot find lodgment in it. It is exempt from injury by moths. It is very reasonable in price and the most economical floor covering obtainable.—*Grasmann's, Brooklyn, N. Y.*

They were pleased, you will be. A gentleman said to his wife, who was looking for matting: "If you can't find what you want here there is no use to look further." She found it. A lady said to her companion, who was looking for a fine carpet: "You surely ought to be

pleased out of all this stock. She was pleased. We say to you who are looking for floor coverings of any kind, we can please you. Try us. Carpet department.—*Chas. H. Jones, Denison, Tex.*

For the porch floor. A variety of attractive floor coverings are made for the porch, chief among them are these: Crex matting in plain green, plain red and green with white stripe, 1 1-2 and 2 yards wide. Crex porch rugs serve the purpose admirably. Moodj rugs are odd creations, but for outdoor use there is nothing better. They are made of coconut fiber and guaranteed against sun and rain. In size—4x7, 6x9 and 5x12 feet.—*Sisson Bros-Welden Co., Binghamton.*

See our display of fine matting. In one of the show windows this week we are showing a few sample rolls from our big stock of Jap and China matting. We think you'll agree that every roll looks bright enough and good enough to grace most any floor. This is the ideal summer floor-covering and we are stocked completely to suit every want in the matting line. Most any color or combination of colors your fancy craves for are here.—*C. C. Chew, "Bee Hive" Store, Camden, N. J.*

When you put a "Crex" rug on your floor you have a clean and sanitary floor covering, one that is very low-priced, one that looks neat and attractive, one that wears well, and one that we never heard described as unsatisfactory. They do not crack, they can be easily swept or washed, and you can use them to as good advantage out on your veranda as you can inside the house. We also have a large stock of plain and figured Chinese and Japanese matting.—*Chas. R. Hart Co., Hartford, Conn.*

Matting are popular and they speak eloquently of cool cleanliness and long service, if you have care as to where you buy them. We have a representative line this season, our showing of inexpensive carpet designs being particularly good. There is a saving of \$2.00 over the cut price by taking a full roll.—*Wilmington Furniture Co., Wilmington, Del.*

Matting of every kind is becoming scarce in this country and prices are steadily advancing. We contracted for large shipments some time ago, and therefore sell our matting 10 to 15 per cent. less than prevailing prices. As long as our present supply lasts we will give the trade advantage of this saving. There are more reasons than one why you should buy matting here. Carpet department.—*Chas. H. Jones, Denison, Texas.*

FLOOR COVERING

Direct importation straw matting, both China and Japanese, in great variety. Prices very low, quality considered. Also a full line of Crex! In mats, rug size and piece goods. Lowest prices in the city. We bought before the advance.—*The Linus T. Fenn Co., Hartford, Conn.*

The length of time that we will be able to offer you these matting at this price will be governed entirely by the lot on hand. Can't duplicate them. These are not carry-overs, indifferent patterns, brittle, dried out kinds, that give unsatisfactory wear, but freshly imported kinds. Cotton warp, you know; both sides alike. Persian, Japanese and Americanized designs, all-over patterns.—*S. P. Dunham & Co., Trenton, N. J.*

An exceptional offering of straw matting.—A thousand rolls of \$10 Japanese matting at \$5 a roll! The importer stands this loss, which brings one of the best offerings of the season, in summer floor-coverings. The weave is close and fine. The selvages are strongly made and neatly finished. You can sew it together like a carpet, or fasten it down with tacks.—*Wanamaker, New York.*

A summer matting invitation from the carpet store.—They were made by G. Z. Akawo of Kobe, Japan, for the St. Louis Exhibition—but he made more than he needed and so we will have a little exhibition of our own—only one roll of a pattern—and we need hardly tell you the quality is A No. 1. The designs are the indescribably artistic geometrical carpet effects the Japs have down so fine, some decided novelties in the lot. With each roll go two samples, nicely fringed, which makes a beautiful mat.—*Abraham & Straus, Brooklyn, N. Y.*

We have just received a fresh importation of straw matting, in the finest weaves and handsomest effects that come from China and Japan. In our unique exhibit of hand wrought willow, reed, prairie grass and mission furniture are many artistic, durable pieces that are specially intended for summer furnishings, and they are all offered at economical prices.—*B. C. Latimer & Sons Co., Brooklyn, N. Y.*

Matting bought in Japan, rich, soft, heavy weaves. If you could read the correspondence of our buyer who crossed the Pacific some months ago, to buy matting, you would better understand why Hale matting is used so much. They have just been unloaded from the steamer which touched a local shipping port last week. A Japanese manufac-

turer, whose matting is chiefly used by the better classes in his own country, sold to the Hale stores the largest single purchase ever recorded. Of course there was a handsome saving for us. But the point is—these are uncommon, beautiful ideas in matting. They are nearly proof against wear. So soft, so fantastic—that every home could be beautified by their use. For cottages, they add a touch of quaintness—that odd yet pleasing air you admire in the artist's home.—*Hale's, Los Angeles.*

The biggest one-day matting sale ever known in Galveston. Three carloads reached us yesterday. They are all fresh and new in their original jackets.—*Garbade, Eibaud & Co., Galveston, Texas.*

Spring awakens. The matting-time has come. New nests are to be feathered and we greet the season in a brilliant opening! Four floors jammed! Thousands of new pieces! Each one a gem, each a bargain! Our stock is far the largest and our prices the lowest.—*Straus, Baltimore, Md.*

A week of matting. 250 rolls high grade Jap weaves. A momentous event. You will have to be on hand early to secure a yard of these matting straws. Murder will out, and so will a good, ripe bargain. It is the most extraordinary happening in floor coverings in many a long day, and we are going on record with it. Every yard inter-woven and double-dyed. Bless the Japs for their artistic talent for weaving these pretty carpet patterns in straws. The striking color-designs in blue, green and red strewn over the face are as refreshing to look upon as a field of daisies. Also plain white.—*Keely's, Atlanta, Ga.*

A sister bargain in china matting. China has surely sent us real oil for lubricating business—the oil of satisfaction. Low prices prevail only on these lots. So you'll have to decide right quick if it's your matting time. Put China down for hard wearing straws—tough and serviceable.—*Keely's, Atlanta.*

Matting.—"Straws show which way the wind blows." These straw matting prices indicate a strong bargain breeze here to-morrow—all are fresh, new goods—they don't chip and break off like dry sticks.—*The Boston Store, Milwaukee.*

We counted it a streak of good luck to find an importer anxious to sell Japanese matting at half price right at the beginning of the summer season. We took all he had, as a matter of course, because we know that you will be as eager for the bargain as we were.—*John Wanamaker, New York, N. Y.*

FLOOR COVERING



Days like these are forcible reminders of the clean, cool comfort that fresh, new straw matting can bring to city homes and summer cottages. On this important and timely matter perhaps the best thing we can say is that months ago we prepared for all the needs that now exist. We prepared to surprise Rochester housewives by the values we will give in straw matting. We captured a fine prize for our customers when, by an opportune deal, we secured a lot of 10,000 yards of imported Chinese and Japanese straw matting to sell at prices that are clearly much less than the actual value of the goods.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

Emphatic matting bargains! You should know our little price way of selling mattings. To-morrow \$7 rolls of 40 yards, \$3.75. Another case where our buyer and the opportunity simultaneously met—the quantity is about 600 rolls—the variety enormous—the saving from a third to a half. The person with a slim purse and a matting need will do well to see us to-morrow.—*Newman, Brooklyn, N. Y.*

Our matting business has made almost phenomenal gains over former seasons, because, as we think, our importations have proved to be the most satisfactory, in quality and variety, in this city. Several specially attractive lots have been made up by taking from regular stock certain grades of which we had extra large quantities.—*Strawbridge & Clothier, Philadelphia, Pa.*

The matting business is immense. Gathering our own goods in the Orient and fetching them straight to the store gives us some advantage in price—and much advantage in quality and style. Gimbel mattings wear best.—*Gimbel Bros., Philadelphia, Pa.*

Mattings as floor coverings—have you considered them? Perhaps you haven't seen all the fine things that are produced in these goods. You can see them all here—all.—*The Chas. R. Hart Co., Hartford, Conn.*

We've cornered the market on mattings. We'll show you more mattings by several hundred rolls than any other Pittsburg house. We'll show you hundreds of patterns where others can produce but scores. We'll show you choicer styles—and, too, many distinctly exclusive ones. And we'll also quote you lower prices—that's logical because we are biggest buyers and sellers.—*Kaufmann's, Pittsburg, Pa.*

And this is why this week you are offered the opportunity of buying the

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finest linen warp, hand-loomed Japanese mattings at slightly more than half the usual retail figures. Never before in this city was such a matting sale held—probably no such values will ever again be offered. It is the chance of a decade—an opportunity for money-saving that shrewd, well-posted buyers will be quick to take advantage of. Don't miss it. The sale price is per yard 25 cents. And the sale began this morning.—*Keely Company, Atlanta, Ga.*

Mattings.—Through an error of an importing house a large order of Japanese mattings shipped to us was duplicated, the second shipment leaving San Francisco before the mistake was discovered. Rather than have the shipment returned, paying the large freight charges both ways, the importers requested us to sell the entire lot at importer's prices for their account.

Mattings have the floor. Arguments all on one side. Fresher, airier, cooler, cleaner than carpet.—*Chamberlain-Johnson-Du Bose Co., Atlanta, Ga.*

Mattings and matting rugs.—It may seem a little early to talk about summer floor coverings, but hosts of housekeepers lay mattings at spring cleaning time; and then, too, summer homes must be made ready before the time of their occupancy. Our mattings are choice in every line, the very best values for the money.—*Hahne & Co., Newark, N. J.*

Clean, cool mattings. An ideal floor covering for all time, but especially attractive in summer time. Always in harmony with any scheme of color or furnishings, displaying rugs to good advantage.—*Fenn, The Furniture Man, Hartford, Conn.*

Summer floor coverings.—Blessings on the ancient Chinaman who invented mattings—the beautiful, serviceable, cleanly, pleasant summer floor coverings. How any one can endure heavy, dusty carpets on hot summer days when these cool, pretty mattings can be bought so cheaply is past imagining.—*Keely's, Atlanta, Ga.*

Straw mattings.—Many housewives will "take time by the forelock" and cover their bedroom floors with straw matting during the spring house cleaning, instead of waiting until the arrival of hot weather. They will find us admirably prepared to satisfy every want, in both China and Japanese mattings, with a variety that was never so large and choice and a range of prices that was never lower. Many dainty effects in small floral designs shown, besides rich carpet patterns and plain weaves.—*Howe & Rogers Co., Rochester, N. Y.*

Smyrna Rugs, Half Priced.—The best quality of all wool, reversible rugs in a considerable variety of good designs and colorings. The most popular sizes, too. It is a chance that has nowhere been equaled.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Rugs are ideal summer floor coverings. Let the house breathe, if you yourself want to breathe fresh air in your home through the summer. Replace the thick, heavy carpets with attractive summery rugs. Wonderful variety here! Skillfully woven rarities, the hues of which will blend harmoniously with almost any fine scheme of furnishing. Strikingly odd are others, with panel centers, almost like pictures, woven into them. Others bathe their colors in a peculiarly soft, elusive luster. Loom wizards have mellowed the colors and softened the fabrics into indescribable beauty. Beauty-loving eyes will delight to linger on them!—*Comstock-Avery Furniture Co., Peoria, Ill.*

Getting your share of these Smyrna rugs? The finest Smyrna rugs made in America—all wool and reversible and in unusually fine new designs. Nothing to account for the lowered prices except the fact that the maker wanted to lighten stock. Not in many months has there been such an offering. It may be that not in years will there be another to equal it. If you have rugs to buy, don't miss the chance.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Just think what this means. A great big 9x11 foot Brussels Rug, correct for any size room in your home, being offered at \$12.50—the lowest price ever named for a rug of this size and quality. The same identical \$20 grade that we've sold by the thousands at \$13.75. We know this offer will create a sensation. Nothing like it was ever known before. These rugs are made of genuine Tapestry Brussels, a strong, durable quality, that will give excellent wear and hold their color. The new spring patterns are delightfully pretty and equal in quality to any \$20 rug offered elsewhere.—*Geo. Kelly's, Wilmington, Del.*

Rugs as Christmas gifts. We invite all lovers of beautiful rugs to visit our store. We present this season by far the most extensive assemblage of all kinds of rugs we have ever brought together. You will find careful and expert selection. The oriental rugs come from only the most trustworthy sources of supply. All the rugs are in authenticated qualities, and the prices are the lowest for which equal grades can be found anywhere.—*The Sterling & Welch Co., Cleveland, Ohio.*

Moquets and Velvets.—Rugs from \$1 up, and a rich line of linoleums and oil-cloths in 6 and 12 ft. widths. Look over your rooms and see if you can't use something from our carpet room. Our prices will be no strain on your purse.—*I. T. Martin, Los Angeles, Cal.*

Good news for June brides and those late at housecleaning. May is a month of great preparations among prospective June brides. The bride who is to be and the friends who are to make her happy with the gifts—both are busy planning, and it just so happens that right at the time when you'll want to "decide," we come with some rich news of bargains in desirable furnishings for the home. It was our fortune to join hands with another big dealer last week in buying up a great quantity of fine rugs at the big sale of Alex. Smith & Sons Co. Having the great output of three big stores, enabled us to take half of the rugs. We're going to sell them to you for as little as we would ordinarily have to pay wholesale. Think of this opportunity—such a collection of beautiful rugs that have never before been offered at such low prices.—*Hurley-Tobin Co., Trenton.*

Christmas sale oriental rugs. Conforming to our yearly custom, we have placed on sale for the holiday season every oriental rug in this great collection at a price much less than regular value. The assortment in all sizes and qualities of Turkish, Persian and India weaves is so large that practically every requirement can be met for home furnishing or for gift-making.—*Marshall Field & Co., Chicago, Ill.*

Oriental rugs: one-fourth reduction. Every rug in the stock, excepting only one, a remarkable double-faced Senna, and excepting all room sizes as well. There are pretty near five hundred rugs for you to choose from. One-fourth off from regular prices. The offer ends with the year—on the night of December 31st. It's a chance for you—a once-a-year chance. It's done to reduce our stock before inventory, and at the same time to push oriental rugs as Christmas gift things.—*Herz's, Terre Haute, Ind.*

A new rug, perhaps, will put your parlor or dining room in perfect order to receive the guests for the Thanksgiving dinner. At this store you will find the assortment so large that selection will be comparatively easy. Every good weave is here in a variety of colorings and designs that cannot fail to please the most careful purchaser. You'll find the right size here, too. We make a specialty of having all sizes.—*Greene's, Jersey City, N. J.*

## FLOOR COVERING



*Domestic rugs*—large or special size. Very sensible presents. We were among the very first rug stores to realize the great demand for rugs over 9x12 feet. In most rug stores they will tell you that they can have them made for you, which means weeks and very often months before they come from the mills. Here you will find them in stock in a great variety of sizes, both small over-figures as well as medallions, many of which are made specially for us and which you will not find elsewhere, and as everything else in the rug store, moderately priced.—*Abraham & Straus, Brooklyn, N. Y.*

Here are *rugs* of the kind that will surely please you. Our new spring stock of rugs is certainly generous enough in size and assortment to afford most ample opportunity for the individual fancy of careful purchasers. Tapestries, body brussels, velvets, Smyrnas, axminsters and royal wiltons are all represented in the very best of their respective weaves. The larger sizes range from 6x9 to 11-6x13-6. The textures are such as come only from the leading makers, while the designs are as attractive and handsome as you'll find anywhere from which to choose. As to values—well, we'll leave that to your own good judgment when you see the rugs themselves and compare the prices to the qualities.—*Vance-Fitzgibbons Furn. Co., Joliet, Ill.*

Our matchless collection of Bigelow carpet *rugs*. An assemblage of the splendid rugs made by the Bigelow Carpet Co., that we have never before equalled in numbers or patterns. In fact nearly every design produced by this famous mill is represented on our display racks—Wellington wiltons, Bagdad wiltons, three grades of body brussels, and electra axminsters. All in the soft, harmonious colorings—the rich patterns that originate with this mill—which sets the styles for carpet and rug makers generally. To the discerning mind there is but one course open in rug buying—to get the best. That leads you straight to the Bigelow make. There is no higher appeal. Bigelow rugs are indisputably best. You will buy where the largest stocks of such rugs are shown, both for variety and because prices are most reasonable at the store that does the heaviest buying and most selling—the Mills store, in this case. Not only can we supply every desirable size in carpet rugs, but can furnish the same patterns in small sizes down to door mats and hell runners. This makes it possible to have your parlors and reception hall carpeted in harmony—an effect difficult to obtain when selecting from limited

FLOOR COVERING

stocks. You will be surprised to learn how little difference there is between the prices of these high-grade rugs and ordinary kinds.—*The Mills Co., Topeka.*

Little prices, big values, big business—that's an abbreviated history of our success. Another large shipment of *rugs*—in last week; selling fast; we expected it—they're sure to go when people know, and it seems as if everybody in Trenton does know. Rug stock—largest in the history of our store, hundreds to choose from, all very handsome—weaves that wear. Here is how we price them. These mostly Oriental effects: Royal Miltons 9x12, \$40 kinds \$33.50; Royal Wiltons 9x12, \$45 kinds \$37.50. All other kinds of good rugs at similar reductions.—*Judson Hooper & Co., Trenton, N. J.*

Lessening the labors of sweeping means much to the busy housekeeper. Distinct from its many merits as a durable and attractive carpet, the Brussels makes a strong appeal on the score of easy sweeping. Dust does not readily work into the fabric but rests upon the surface to be easily removed by the carpet-sweeper or broom. All that a carpet can contribute to health and to the saving of labor in the home is found in the Brussels. Our stock of Brussels carpets is the largest in Hartford.—*Chas. R. Hart Co., Hartford, Conn.*

See the new Royal Axminster *rugs*—handsome rugs, suitable for the parlor, library, living and sleeping room. Each one full 9x12 in size. Made from a superior quality of Axminster carpeting, in handsome designs and rich border effects. These are rugs that you can buy with the assurance that they will give years of solid wear. One hundred new patterns are here that are sure to meet with your admiration—nothing to equal ever under \$35.00. Special at Rowland's on easy terms of \$3.50 cash and \$1.00 a week.—*Rowland & Co.'s Big Store, Mansfield, Ohio.*

Extraordinary values in rich *rugs*. Here for your selection is the largest collection of beautiful and exquisite rugs ever shown in Hamilton. Rugs from the far East bringing much of its mysticism and inscrutable charm with them. Rugs from Europe woven in one piece by master rug-makers. Vast assortments of them revealing a wealth of beautiful new designs, ideas and soft harmonious shadings, and never, we think, have values been so good. Visit the department tomorrow and let the rugs speak for themselves. Mere words cannot convey a full realization of their beauty.—*Thos. C. Watkins, Hamilton, Can.*

Our entire stock of oriental *rugs*—the largest in the West—is included in this very unusual offer. If you want to pick rugs for your home from a stock that includes nothing but the gems from the Orient, selected by our own buyer, imported by us direct; and if you want to pay just half the regular prices, come to this sale. Our rug department is located on the top floor, and there is no artificial light to confuse you as to colors.—*Los Angeles Furniture Co., Los Angeles, Cal.*

We are showing the largest and best assorted line of this desirable make of *rug* on the coast. As the mill has oversold on this line of rugs and withdrawn some from the market for the balance of the season it will be impossible at a later date to procure this make of rug. In addition to above line we are showing over 250 patterns of rugs in all makes and sizes.—*Brewner's, Sacramento, Cal.*

We are prepared to furnish any size *rug* wanted. We will furnish special designs and colorings to match any scheme of interior decoration. We have Axminsters ranging in price from \$15.00 to \$80.00 a square yard—these are woven in one piece—any size. Our regular line of Wiltons, Axminsters, velvet and Brussels rugs are shown in all the regular sizes. The spring patterns are arriving daily. Make your selections early and get first choice. We will store any rug until wanted.—*The Howard Furniture Co., Lansing, Mich.*

It's useless to try to give you descriptions of our splendid line of rugs. The colors are so pretty—so beautifully blended—the designs so striking—the whole effect so handsome and rich—that we simply cannot do them justice. You must see them yourself to appreciate their beauty and goodness. Then, too, there is another reason why we want you to see them—so you can compare the prices with the rugs themselves. Side by side, they will speak most eloquently of rare values.—*Vance-FitzGibbons, Joliet.*

The newest carpets make a handsome show. There are scores of new patterns and new colorings which charm the lover of the beautiful. They were chosen from the mills whose goods have won a place in the front rank, and the patterns are out of the usual run. 35 cents to \$1.85 a yard. Anybody can get suited from this stock, no matter what price it is desired to pay.—*Farrell's Furniture News, Trenton, N. J.*

A mid-season clearance of *rugs*. The successful selling of Oriental and Domestic rugs by Chandler & Co. in their

large rug department, the best lighted in New England, during the past two months, has been for a new department most remarkable, and the management has had no time to sort out the odd ends accumulated in the rapid selling which has been going on. The condition at the present time is such that this classification must be made and with it goes the clearance of every odd rug in the stock, large and small. A full list cannot be given here. The following sufficiently indicates the values which may be expected by purchasers.—*Chandler & Co., Boston.*

Great interest centering in the big sale of *carpets, rugs, curtains* and home-furnishings. The power to produce exceptional values has reached a very high standard at the Right House—great connections with the sources of supply, immense orders and spot cash all work together toward the lowering of price barriers, the raising of qualities and the power to give exceptional values. Never was The Right House so splendidly equipped with all that is new in carefully selected stocks direct from the best home-furnishing producing mills of the world. In Canada's largest cities leading manufacturers sell to two or three leading retail establishments. In Hamilton they sell exclusively to this store. That explains why the best is always here in greater varieties and at lower prices than many stores are obliged to ask for inferior qualities.—*Thos. C. Watkins, Hamilton, Can.*

Sale of real \$25 *rugs* for \$18.75. This is without doubt the greatest rug opportunity ever offered you—the chance to select from a splendid assortment of desirable patterns between forty and fifty of them, in fact—at the bargain price of \$18.75. These rugs were made to sell for \$25.00 and they are a regular \$25.00 quality, too. They are full 9 feet by 12 feet in size, perfect in every detail and the patterns are handsome floral and oriental designs in the very best colorings. There are axminsters, brussels and velvets among them and there is a big enough assortment to make it well worth while for you to come here and see them if you are interested in a room-size rug. See them while there is a good assortment, though, and get your pick of the best patterns.—*Lantz, Mansfield.*

Axminster *rugs* are the most popular of all floor coverings for parlors—and no wonder, as they are woven with such a soft, deep and silky pile, which lends itself so remarkably well to color treatment as to give it a beauty that is not obtained in any other weave.—*Schune-man & Evans, St. Paul, Minn.*

FLOOR COVERING

**Kermanshah Rugs.** The weave is the finest and closest known, with a silkiness and luster of the pile almost equal to silk, and quite as effective. The old rose and ivory grounds are considered the finest product of the Oriental dyer. We are showing many fine specimens, both in hearth and carpet sizes. Our east window contains several choice pieces for the week's exhibition. The entire spring importation of Oriental rugs and carpets now on exhibition. Every known desirable weave will be found in the stock. The number of pieces shown is probably the largest ever brought in the middle west, and every rug priced on a strictly commercial basis. An early inspection solicited. We are sole agents for the Owen Davenport and Bed combined.—*The Sterling & Welch Co., Cleveland, Ohio.*

Having just received another large shipment of *rugs*, we wish to call your attention to the bright new patterns and the exceptionally low prices we quote. It is no trouble for us to show you our complete line of rugs, as we have just had installed one of the latest and most complete rug-showing devices. Do not hesitate to come in and look.—*Frank Sanford & Co., Springfield, Ill.*

**Great Oriental rug sale.** Amazing price concessions. A sale of this sort to exceed our own expectations must indeed present unlimited saving proclivities. Among the lately received lots, the following two special items are strongly representative of unparalleled savings. Actually half price. They are the contents of two more bales just received.—*Gimbel's, Milwaukee, Wis.*

**Oriental rugs** imported by Mr. Dap Hapip from Constantinople, on sale. Hundreds of magnificent oriental rugs, beautiful in coloring and design, have been marked at prices so low that no one wanting superb floor coverings can afford to miss this sale, the greatest opportunity of the year to secure one or more pieces for the parlor, hall, dining room or library. Mr. Dap Hapip, just from the Orient, has brought to Fargo many beautiful, antique and modern pieces that will delight the eye of the connoisseur as well as all lovers of artistic rugs from Turkey and Persia, whose beauty is everlasting.—*Dap Hapip, Fargo, N. D.*

The new Bromley Royal Smyrna rug is the best American rug on the market. It combines beauty and originality of design with splendid wearing qualities. The rug is to be had in a great variety of unusual sizes, making it very useful. Such

sizes as 4x7 feet 5x8 feet and 6x6 feet are to be had in addition to all the regular standard sizes, and we carry all sizes and patterns.—*Mannheimer Bros., St. Paul, Minn.*

**After stock-taking rug sale.** You want to save about one-third on Axminster rugs? Here's your chance. We have just been through our stock, have picked out twenty-five splendid weaves, every rug a handsome new pattern—yours for about two-thirds real value. Come in to-day. Look them over.—*Judson Hooper & Co., Trenton, N. J.*

Our *rugs* all come from the best known manufacturers. Commonplace rugs we never buy. Uncertain qualities are not allowed here. They must be artistic, correct in detail, absolutely above fault, if we are to show them at any price. When prices are less than usual, as now, you get the benefit of rugs like these.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

Each June we hold a sale of 9x12 *rugs*—a most important sale, being chiefly of our own regular high grade stock. But the present sale will differ somewhat from those held in the past. When we ordered these rugs months ago we had this event in mind. We laid large plans, we bought liberally and when rug prices began to soar—we were safe. And that is why our present sale will be on a larger scale than ever, and prices will be lower than ever. Included are carpet size rugs of great elegance and on down the line to good substantial rugs of every day character. The eight groups below will give you an idea of how we're going to distribute carpet size rugs during the next three days.—*G. Fox & Co., Hartford, Conn.*

Rug fanciers will find much to admire in our present magnificent stock of authentic examples of Oriental *rugs*. Newly arrived shipments have brought many specimens of great beauty and interest, inspection of which we welcome. Besides the fact that the Wanamaker rug collection is second to none in America, in variety and beauty of the pieces composing it, there is to be noted the important consideration that every rug, whether antique or modern, is genuine, and priced in strict relation to its value. There is no misleading juggling of values—based on similarity of names, but ignoring a wide variation in quality—to be met with here. The rug buying public is to a large degree dependent on somebody else's statements; hence rugs should be bought from a store that can be trusted.—*The Wanamaker Store, New York City.*

FLOOR COVERING

We have just received a large invoice of Wilton's, Axminsters, velvets, tapestry with border to match in patterns that will please the most critical, and with the latest devices for fitting and making can please the most exacting. Our line is large and complete in all patterns with stair to match of all grades. Ingrains—we are showing the most catchy patterns and with the large stock to select from you will be easily pleased.—*J. Frederick & Co., Wooster, O.*

All who see our great Rug Department (on third floor of new building, the finest daylighted in New York), with its attractive assortments and splendid values, express the greatest appreciation of both. Efforts to have this week's sales eclipse any we have yet known, show in the matchless offerings here submitted.—*Hearn, New York City.*

We are having a fine business because we have the *rugs* you want, at prices you can afford to pay. Don't buy before you see our stock. A look at it always convinces of the fact that the most for the money is here.—*C. F. Wing, New Bedford, Mass.*

During all this week we continue our great rug sale. Our stock comprises the very choicest rugs in the various Oriental varieties, from small and medium sized to very large. A specially fine showing in large Khivas and Cashmeres suitable for parlor and dining room, and an equally fine lot of Antique Mossules, Sennas and others of moderate size. Our sales during the past week, owing to the wet weather, have been moderate, so your opportunity for choice is practically as good as a week ago.—*Seeley-Mendenhall Furniture & Carpet Co., Kansas City, Mo.*

**Bargains in Oriental rugs.** Some people have an idea that when an Oriental rug is offered at an apparently low price it must be a "bargain," no matter what the quality, colorings and general condition of the rug may be. Long experience has taught us, however, that unless an Oriental rug is good it is not a "bargain" at any price. In our opinion the best "bargains" in Oriental rugs are good, reliable, and artistic rugs at reasonable prices, and that is the kind of "bargains" we are offering every day and which has made our store the "Mecca" of genuine "bargain" seekers in Oriental rugs.—*Iran Company, Los Angeles, Cal.*

One of the largest and most complete lines of *rugs* ever shown in Wooster. The line ranges in sizes from the smallest door mats to the large room sizes. They

are made in Wilton's, body Brussels, Axminsters, velvets, with prices and qualities that will make buying easy for everyone.—*J. Frederick & Co., Wooster, O.*

The other opportunity is found in our stock of Oriental *rugs*, which we are selling at 1-5 off the usual low prices. It has been quietly circulated that our oriental rug prices are absurdly low, and we have booked far more business in the past few days than we expected to handle. To start with, our marked prices are as low or lower than you find in the big city stores. In consequence, when you take 20 per cent. off, you secure a genuine bargain—the kind for which this store is noted. Rugs bought at this sale will be worth all you paid many years hence.—*C. F. Wing, New Bedford.*

**New fall rugs.** We invite you to look over the first arrivals of new fall rugs. We have had an enormous sale of rugs this season and placed large orders for fall delivery—first shipment on sale to-day. Our rug stock consists of rugs suitable for parlor, library, hall, sitting room, music room, dining room, sleeping room, club rooms, office, porch and summer cottage. They come in Oriental designs two-toned effects, plain colors, floral designs. If you have a room in the house where you can use a rug we have a rug suitable for the place. We carry in stock carpet-size rugs 4-6x 7-6, 6x9, 8-3x10-6, 9x12, 10x14, and can furnish any size wanted up to 15x18. We show complete lines of ingrain, tapestry brussels, body brussels, velvet, axminster, bundhar wilton, body wilton carpets.—*Hills, McLean & Haskins, Binghamton.*

An unusual sale of Oriental *rugs*. We feel safe in saying that a more complete variety of really good rugs has not been brought to Milwaukee for years. Not only the pleasing designs, but the prices are attractive to bargain hunters. We have also a few very rare rugs that are seldom found in any selection. An early inspection will repay you.—*Clement, Williams & Co., Milwaukee, Wis.*

Fine qualities of seamless Axminster room-size *rugs*, woven by the celebrated firm of Templeton. A very large assortment of rich Oriental, Persian, Indian and conventional designs, in effective and practical shadings and color combinations. The ten per cent. discount is off our old prices. To-day they would be worth as given below. These fine rugs are in small, medium and large room sizes, and are woven in one piece, with plain or fancy centers and exquisite border effects.—*Thos. C. Watkins, Hamilton, Can.*

FLOOR COVERING



If all the ladies of Detroit could see the real beauty of our Oriental rugs and fully comprehend how cheaply we are selling them it would not be necessary to call attention to them a second time. We know that no such bargains await purchasers anywhere, for no dealer could sell similar pieces—every one is guaranteed—at our prices and make one-half their expenses. We need all the cash we can scrape together by June 10th. That is why we are just now selling the finest standard weaves—Kirmishahs, Sarouks, Tabriz, Sennas, Serebends, etc., at an actual saving to the buyer of from 35 to 50 per cent. on the dollar.—*Kaleel B. Bonahoon, Detroit.*

Here are fifty rugs. Handsome designs, priced low. You cannot buy furniture at this store—we specialize on floor-coverings exclusively. You cannot buy our goods at prices asked by other stores—our policy is to sell at lower figures. Large sales, small profits, satisfaction or money back—that has made our business grow and—we are now closing out fifty rugs. They are going fast. They are bargains. They are beauties.—*Judson Hooper & Co., Trenton, N. J.*

Throughout our entire stock we have reduced the prices on hundreds of rugs, all sizes and grades, and this offers an opportunity of obtaining an oriental floor covering at a minimum of cost.—*J. H. Pray & Sons Co., Boston, Mass.*

Beautiful rugs from the land of the inscrutable Turk, gems of the Eastern rugmaker's art. They are exquisitely rich and effective. We show a large assortment of designs and colorings, in small prayer, hearth, small, medium and large room sizes. These were bought before the great price advance, and are now worth twenty per cent. more.—*Thos. C. Watkins, Hamilton, Can.*

"What striking rugs!" This and similar exclamations have been heard from passers-by during our window exhibit of Japanese rugs the past few days. The rugs, while Japanese in manufacture, are truly oriental in pattern and coloring—such as are in great vogue this season with New Yorkers, who find them a valuable aid in artistic summer furnishing. They are attractive not only in looks but in price.—*Howe & Rogers Co., Rochester, N. Y.*

The Japanese not only imitate the most beautiful designs in oriental rugs with absolute fidelity, but they get the exact shades of coloring. Except for the texture you can hardly tell at a short distance a \$15 imitation from a genuine \$150 Turkish rug. Of course, they don't

wear so well. If they did they wouldn't sell for a tenth of the cost of wool rugs; but they are good enough for Summer cottages.—*The Wanamaker Store, Philadelphia, Pa.*

Nobody need pay much more than half real value for the choicest of Persian Rugs while this special lot lasts. We secured these rugs in a very unusual way—through an Oriental firm of bankers who had loaned money on them and had to take the Rugs. Connoisseurs fully realize the importance of the event and are eagerly taking advantage of it.—*Strawbridge & Clothier, Philadelphia.*

Carpet Rugs are now ready for your inspection. Rich colored filling and slightly matting are here also. Because rugs are easily taken up and cleaned and are quickly transferable from room to room without making over—they are gaining in favor every day. They have come to stay and we are fully abreast of the times with ample assortments and moderate prices.—*C. F. Wing, New Bedford, Mass.*

It is good news to lovers of these oddly beautiful floor wears from the Orient that we have established such a perfect system of gathering and distributing them. The wisdom of engaging a resident buyer in the Far East and bringing the Rugs down to a commercial basis has been evidenced by the unparalleled selling attending this Autumn trade event.—*Macy's, New York, N. Y.*

Rich Rugs.—The richest room covering is a rug. No seams—no mismatching—an elegant border all round. Fashion has spoken strongly on the subject of rugs, and the home that pretends to obey her dictates must have them.—*Robert Wright & Co., Brockville, Ont.*

You'll not realize to what a degree of perfection the American manufacturer has brought the art of rug making until you see this assembly of room rugs. The color schemes evidence the taste of the artist, while the ingenuity of the clever artisan is also well portrayed. A particularly desirable point about these rugs of domestic manufacture is that you can find sizes to fit any size space desired.—*Joseph Horne Co., Pittsburg.*

This is a chance such as we have rarely known before, and which is not likely to be matched soon again. We secured about a thousand of these popular and serviceable Rugs from one of our best manufacturers, at a concession that enables us to make the very liberal reductions told of below. The Rugs are of the first quality, in excellent designs and colorings.—*Wanamaker, New York.*

FLOOR COVERING:

Rugs! Rugs! Rugs! Rugs are coming more and more into favor, especially for summer cottages. Cost little, look pretty, no trouble to buy, no trouble to put down, easily kept clean and can be rolled up and packed away in less than no time. We have all sorts.—*The Wanamaker Store, Philadelphia, Pa.*

Farrell's meet every rug requirement. Out of the hundreds that are on view it would certainly seem to be impossible to fail to suit any rug-buyer. Whether it's highest quality or lowness of price, whether in the modest matting rug or in the finest Wilton's, we've a rug here to match a buyer's needs.—*Farrell, Trenton.*

Special Sale Small Oriental Rugs 1-4 Off the Marked Selling Prices.—These rugs were delayed in transit, arriving too late for the trade period they were bought for. The backward season adds to the disadvantage we experience by that delay in getting them down the Mediterranean, and across the Atlantic, hence this reduction.—*Schlesinger & Mayer, Chicago.*

Two-Faced Smyrna Rugs.—"Two-faced," in this case, doesn't imply deceit. It means that when one side is wrinkled with age the other comes up fresh and smiling. That's why lots of people like them, in addition to their other good qualities. The colorings are soft, rich and beautiful.—*Wanamaker's, Philadelphia, Pa.*

Rare Rugs from the Orient, and the Best from Domestic Makers.—Art lovers, connoisseurs and furnishers in general are invited to come and see an exhibit of rugs from sunrise lands such as is not only beautiful and complete but most artistically unique.—*Simpson Crawford Co., New York.*

New Fall Patterns in Rugs.—Choice styles, beautiful colors. We're getting the new fall patterns in rugs unusually early this season and they're as handsome as they are early.—*Los Angeles Furniture Co., Los Angeles, Cal.*

The rugs are of very choice designs that can be traced 'way back when Mohammed added the four minarets to the Agia Sofia mosque and placed the crescent on the dome. Each rug is hand-made, possessing an individuality of design distinctly its own, besides the lasting charm found only in hand-wrought fabrics. For rich, harmonious color combination they are without peer in the rug world, being personally selected from hundreds.—*The T. Eaton Co., Toronto.*

A large importation of Orientals, direct from our agent at Constantinople, came in in time to take a place in the August value-giving. It is a truly won-

derful collection of Oriental weaves, unique in design and beautifully colored, representing every district of Turkey, various districts in East India and several of the most noted rug-weaving centers of Persia.—*Macy's, New York, N. Y.*

H. R. Hatch & Company believe their line of Oriental rugs this season cannot fail to interest every family in the city and adjacent towns who have homes to furnish or homes already furnished, that need replacing with new.—*H. R. Hatch, Cleveland, Ohio.*

"The Rug House." The new rugs are here, and more are coming every day. We are proud of our stock, for never before has there been offered in Los Angeles such an artistic collection. In fine domestic rugs we have an almost endless variety—the richest and handsomest designs and colors—every standard size both small and large, and many odd sizes not usually carried by other stores—many different weaves—and every rug in our stock is an ideal of its kind, and of strictly reliable quality. We also have a very fine line of Oriental rugs of more than ordinary merit.—*Shirley, McConney & Fries, Los Angeles.*

The fact that the makers can seldom fill more than a third of their orders is evidence enough of the popularity of these rugs. The fact that our assortment of them is much the largest and finest we ever had—very much the finest in Brooklyn—is news that will interest everybody. No other rugs are so luxurious in texture, so rich in coloring, so perfect in reproduction of the most magnificent Orientals.—*Frederick Loeser & Co., Brooklyn, N. Y.*

In order to impress upon the public that we treat our Oriental rugs as merchandise, subject to the same rules which govern prices in other departments, we make the following prices, which are guaranteed to be lower than any other St. Louis house.—*Trorlicht, Duncker & Renard, St. Louis, Mo.*

The attention of lovers of Oriental Rugs is called to the unusual beauty of the patterns in our present stock. Many of the designs and color combinations are strikingly beautiful. The superiority of these new rugs is apparent at a moment's notice.—*Marshall Field & Co., Chicago.*

A superb collection of Oriental rugs at prices far below their real value. Our position in the rug market gives decided advantages in buying and selling. Our selections for fall have received the most favorable notice from lovers of Eastern Rugs.—*The Chas. R. Hart Co., Hartford, Conn.*

FLOOR COVERING



It is the economy that justifies this Oriental Rug Sale. It is not the ordinary season for a sale of this character. But when one of the foremost importers in Manhattan gave us the opportunity to take our pick out of his half million dollar stock and pay him so much under the usual price that we could retail the rugs for just about the actual import cost, it was a chance we knew would be welcomed as it has been. Every Rug in the sale is a gem—rich and perfect and selected for beauty of design and coloring. Not in many years have we had such an offering to make. People have been coming in from out of town just to make selections.—*Fred Loesser & Co., Brooklyn.*

**Kashmir Rugs.**—Of domestic manufacture, in the Oriental designs and colorings, with all the beauty and finish of a body brussels rug, they are very durable, lie perfectly flat, and are in all respects the very best low-priced rug ever placed on the market. We have the finest and largest assortment that this or any other house has ever shown in Hartford.—*The Chas. R. Hart Co., Hartford.*

Some of our new autumn styles in domestic rugs are already in stock—goods we ordered early to secure important price concessions. We have decided to make an advance showing of several of these lines; and, to make the display of more practical interest, we shall offer these handsome rugs at about usual factory prices, so that mid-summer sale customers may feel warranted in anticipating their autumn needs. We mention three very attractive new lines.—*Strawbridge & Clothier, Philadelphia, Pa.*

**Ingrain Art Squares.**—We guarantee these as being all wool; very heaviest quality and extensive variety of colorings; just the floor covering for a Summer home.—*Siegel-Cooper Co., New York.*

**Royal Wilton Rugs at Big Savings.**—Wilton rugs may be termed the Orientals of the Occident, so rich in color, design and weave are they. The Royal Wilton stands first among all machine-made rugs. It's a rare thing to find them underpriced. Through a most fortunate purchase at the recent trade sale, we secured about 300 on which we can save you exactly 25 per cent—a most remarkable saving on so staple and desirable a commodity. The patterns are all this spring's—and are very rich and artistic.—*Kaufman's, Pittsburg, Pa.*

**Rugs at Cut Prices.**—Not a gingerly clipping of a few cents off regular, but such a deep cut that the manufacturer

might like to purchase all of them at our present prices for it would leave him a margin to again sell them at his whole-sale prices. If you have a rug want, now is the time to satisfy it.—*W. V. Snyder & Co., Newark, N. J.*

**Rugs for spring.** We are making most thorough preparation for the new season. It is quite impossible to make this ad. forceful enough to cause you to fully realize the enlarged helpfulness of this place. It is to be a rug season. There is more rug temptation here than you'd possibly imagine even with most extravagant ideas. We've almost any make of rug you can name. Almost any size or shape you can ask for. Almost any price you will mention between twenty-five cents and fifty dollars. It's a long range of prices and kinds. The 25 cent one is a velvet door mat fringed 16 by 27 inches and worth twice 25. The \$50 ones are elegant Wiltons, 9 by 12 feet, and thick as a board. The variety is abundant at each and every between price, and not a make among them but we can recommend as good values. You'll approve of our prices.—*Waite's, New Bedford, Mass.*

Rugs are coming more and more into favor. Cost little, look pretty, no trouble to buy, no trouble to put down, easily kept clean. We have all sorts.—*The Colorado Springs Furniture Company, Colorado Springs, Col.*

We straighten rug stocks just as we do carpets—that's how each season we have entirely new, fresh showings to choose from. Last week the carpet clearance brought some of the greatest bargains and decidedly the greatest selling in our history. To-morrow the rugs will have a chance. There are thousands in the sale. They are the best product of the best makers in America. And although carpet and rug prices will be much higher in the fall—are higher now, in fact—the prices on these rugs are cut to an average third under the old low prices here. Nobody with a floor that would look better for a rug or two ought to waste this chance to save.—*Abraham & Straus, Brooklyn, N. Y.*

**Beautiful Rugs.**—An assortment in which good taste, artistic colorings, rich effects and practical economy are skillfully maintained. If you want a simple, durable little rug costing from one to five dollars, you may count on getting the most for your money here. If you want fine oriental rugs, costing hundreds of dollars, count on finding perfect pieces and rare designs here in abundance.—*Los Angeles Furniture Co., Los Angeles.*

FLOOR COVERING

Rugs are the ideal floor covering. No seams, no mismatching, an elegant border all round. Fashion has spoken decidedly on the subject of rugs and the home that obeys her dictates will have them. They are far easier handled than carpets, easier fitted and more economical in every way.—*Robt. Wright & Co., Brockville, Ont.*

**Get a Steamer Rug.**—The experienced traveler knows full well the infinite uses to which these woolen squares may be put; about one's shoulders on a windy day; wrapped about one's feet when the day is cool; spread on the sand or in the woods on outing days—many ways that suggest themselves at once.—*Abraham & Straus, Brooklyn, N. Y.*

It is an odd time to offer Oriental Rugs, when the heat has driven many buyers from city to country homes and city furnishing plans are hardly to be considered for a few months, at the least. Yet the visible success of this midsummer event is a tribute to the extraordinary values it offers. The low prices establish a new record for high class Rugs, and at any season of the year they would guarantee sale success. Those whose knowledge of Oriental Floorwear fits them to be good judges are invited to inspect and profit by this superb display. Those who admire Rug beauty yet know little of the intricacies of the oriental rug business, may buy just as safely and as profitably.—*Macy's, New York.*

**Annual Spring Sale of Oriental Rugs.** The art of the East in ascendancy. Rich treasures at poor prices. Imagination figures with so much force in art that even the reducing of a price often takes away the charm for some people. You couldn't take away the Oriental charm from the collection of rare rugs, even if it were possible to cut the prices lower than we have. We open this annual sale to-morrow morning with wider true art interest for every rug lover than ever before, and with merchandising advantages that no rug connoisseur can afford to overlook. The whole sale is almost a paradox, inasmuch as art pervades it to such an extent as almost to exclude the commercial side, and yet the commercial side is so masterfully handled as to subordinate the art. We have never builded so well for you.—*Frederick Loesser & Co., Brooklyn, N. Y.*

**Oriental rugs reduced a third to nearly half.** An Oriental rug and a painting are a good deal alike in their relation to art. Indeed, with the Eastern weavers these color harmonies, no two of which

are exactly alike in all the world, take the place of paintings and of written history. So perhaps it is natural that in many stores the price represents the seller's idea of the buyer's ability to buy. Because in the Abraham & Straus store prices on Oriental rugs, as on all other merchandise, have represented a fair profit merely, this store has come to be widely known as the most economical place to buy. Choice is always wide, always fine.—*Abraham & Straus, Brooklyn, N. Y.*

Don't be hasty in the buying of Oriental rugs. It is a question not to be decided in a moment. Time for the consideration of quality, the colors and the design is absolutely essential. An Oriental rug is an article of value, because of its durability, not necessarily expensive, but the expenditure required is frequently large, and, considering the question from a purely commercial point of view, the selection should not be made hastily. Another very important point to consider is the color harmony, and whether it contains the shades most likely to make its future use valuable in your decorative schemes. Hasty selection is oftentimes responsible for repenting at leisure.—*The David C. Beggs Company, Columbus, O.*

In placing orders for fall rugs we decided to do something unusual—something that would cause a profound sensation. To this end we ordered several hundred of the handsomest styles for immediate delivery, and propose to offer them to-morrow at a price sufficiently low to create a keen demand and establish a precedent for 'tween-seasons rug selling. This sale is probably not calculated to appeal so strongly to your immediate needs as to your foresightedness and sense of economy. Savings of one-quarter and over on rugs of advanced design and unimpeachable quality are surely incentive enough for anyone to buy now. Owing to the extreme reductions rugs purchased during this sale cannot be held for future delivery.—*Bamberger's, Newark, N. J.*

Activity in the rug store. Lucky is the man or woman who can find excuse for indulging in one of the Oriental rugs embraced in the following special offerings. But excuse is needless when prices and quality join hands to form a coalition that results so greatly to your advantage. Experience in rug buying is not needed at a store such as this, where you know that each article is priced on a strictly commercial basis, and in this instance lower than the real value.—*Siegel Cooper Co., New York.*

FLOOR COVERING

There are two ways of selling oriental rugs. One way is to charge the customer all that he will stand and the other way is to sell the goods for what they are actually worth. We choose to handle them according to the latter plan, although we are aware that it is not popular with dealers, generally, who sell these goods. We have never been able to understand why people should be expected to pay exorbitant prices for foreign rugs any more than they should for furniture, carpets or draperies. You can buy rugs of us cheaper than of anybody else hereabouts. You will readily understand that we can afford to sell them much more cheaply than a dealer who depends entirely upon this one line for his entire business, or the one who sells rugs that belong to somebody else. Consigned rugs must always be sold at higher prices than those that have been bought outright, owing to the additional profit that they must bear. Our rugs were selected from the stock of the largest and most reliable importer in the country. We own them. We can sell them at any price that we please and it pleases us to sell them lower than anybody else in Bangor. Our stock embraces all the desirable kinds and every piece is perfect in every way. Our low prices are not for a week or for a month, neither do we make any excuses for them. You will always be able to buy oriental rugs at this store and you will always be able to buy them at right prices, for just what they are worth. When you want rugs come and see us, please.—*Chandler & Co., Bangor, Me.*

Since the middle of May we have kept the workroom busy making rugs from the remnants of carpets we had in stock. These rugs are piling into the department at rate of a half dozen or more each day. The first lot will go on sale to-morrow at most remarkable prices. We have taken as much off the prices of these made rugs as we would have had to reduce the prices to sell the remnants of carpets. The work didn't cost us much. There was no freight to pay from some far Eastern factory. The rugs are splendidly made; handsome patterns; the prices are more interesting than we have made on the same quality of rugs at any time this season.—*Jones Dry Goods Co., Kansas City, Mo.*

A large importation of Orientals, direct from our agent at Constantinople, came in in time to take a place in the August value-giving. It is a truly wonderful collection of Oriental weaves, unique in design and beautifully colored, representing every district of Turkey,

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various districts in East India and several of the most noted rug-weaving centers of Persia.—*Macy's, New York.*

Nine by twelve feet in size; strictly all wool and reversible; Oriental and Persian designs; very rich colorings.—*Adams Dry Goods Co., New York, N. Y.*

This is a chance such as we have rarely known before, and which is not likely to be matched soon again. We secured about a thousand of these popular and serviceable Rugs from one of our best manufacturers, at a concession that enables us to make the very liberal reductions told of below. The Rugs are of the first quality, in excellent designs and colorings.—*Wanamaker, New York.*

The demand for rugs this spring will be enormous. Being used more and more instead of carpets. They're cleaner and they're cheaper too than carpets. Cheaper because you can take them up often. Distributes wear and tear to do that so a rug won't be dingy and worn in the spots that are walked on and as good as new in unused places. Because of a particularly lucky cash purchase made when the wholesale rug business was sluggish, we are in a position to-day to get standard rugs to you at the old prices. And in some instances lower. This notable sale of rugs starts Tuesday morning. Among the big values will be: Handsome American-Oriental rugs. We hyphenate the name of these rugs because they're made by a Philadelphia rug maker and because they are for all the world like Oriental rugs in coloring and patterns. They're rich in color effects and the colors too are beautifully blended. Indeed with certain of the patterns only a connoisseur could know at a glance that it was not a genuine Oriental rug. The fringe is very cleverly copied.—*The Gamble-Desmond Co., New Haven, Conn.*

Dog-days have gone! "Rug-days" are here. As Cleveland people grow more and more into the habit of refurnishing their homes in the fall (instead of spring)—thus following the Eastern custom—we find our business in carpets, rugs and curtains growing larger in the fall months.—*H. H. Griggs Company, Cleveland, Ohio.*

Many are profiting by our low prices on all kinds of domestic rugs. Best quality Smyrna rugs, at absolutely the very lowest prices possible; simply dropped patterns, and for that reason only are we able to offer them at less than you would pay elsewhere for a cheaper grade.—*Waite's Carpet Hall, New Bedford, Mass.*

Here you will find fine Oriental rugs. Our buyer made personal selections from the European markets. Every rug we display is here because expert and artistic judgment found something of true merit in it.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

Rousing Sale of Rugs. An Opportunity Not to be Missed.—Tacoma women who are on the alert to embellish their homes at a little cost will do well to see these rugs. No such offering of rug values has ever occurred in Tacoma this season. It is an offering made in order to get you acquainted with our rug and drapery department.—*Rhodes Bros., Tacoma, Wash.*

Rare Rug Art from the Orient.—In our great rug hall on the second floor of the Wabash avenue store are gathered the richest treasures of the textile art of the far East. In a magnificent profusion one sees the rich, soft colorings and intricate yet incomparably beautiful designs characteristic of the Mussulman craftsman—a luxurious exposition, whose magnificent harmonies of color and pattern awake the connoisseur in Eastern lore to lavish tributes of praise. Here are rugs the art of producing whose soft, shimmering surface is handed down from father to son in some little Persian village—rugs wrought on rude looms, meaning years of labor—rugs from our own factory in Strinagar, Kashmir, India, and rugs whose majestic luxuriance speaks of their source in the bazaars of Constantinople and Teheran. Wonderful, indeed, is the variety of patterns woven upon the soft, mellow backgrounds, and fascinating their story; for into most of them is inwrought some mystic meaning—historical, religious or biographical. This is the most complete and magnificent showing of Oriental rugs ever brought to America. The perfection of our rug buying organization and the extent of our rug business enable us to offer these rare gems of rug art very much lower than those which come to this country through the usual channels.—*Mandel Bros., Chicago, Ill.*

Oriental Rugs Priced at Sale Figures.—Oriental Rugs take their value from their beauty—from the skill and ideas of the weaver—not from the amount of time and labor spent on them. If time and labor were to govern cost we'd find many of the most ordinary specimens far out of reach of reason. It's a study to value Oriental Rugs. We've mastered it—for our benefit and yours. We know what to buy and what to pay for it. We buy specimen rugs. We buy as merchants and take advantage of every cir-

cumstance that can tend to lower price. We claim to show more Oriental Rugs than can be seen in the combined stocks shown in Washington—and they're the gems of Oriental weaving.—*W. B. Moses & Sons, Washington, D. C.*

Fine Oriental Rugs.—A Show for Art Lovers.—Do you know that the greatest painters often get their inspiration from these rugs?—from the soft, warm colors that come straight from the heart; for the rugs are made by poor, suffering, ignorant women who can neither read nor write. Is it anything short of genius when people under such conditions conceive and work out color combinations so daring that a trained artist shrinks at the mere mention—yet applauds the finished work! The rugs now on show are perhaps the most beautiful we have had. We have taken pains to get the rare and unusual, rather than the conventional, and there are more quaint, queer, wild designs here than you will find anywhere, we think. Our stock is especially strong in carpet rugs—we are quite sure that we have the best and largest variety of these in the State. Won't you see them?—*Schipper & Block, Peoria, Ill.*

Rug selling that brings choicest rugs within the reach of every one.—*Rothschild & Co., Chicago, Ill.*

Rugs from the Orient.—Our Oriental rug stock is the largest and most complete we have shown. Several recent shipments have brought to us some especially fine specimens of the work of the rug makers of the Far East. Particularly would we call your attention to our India rugs in carpet sizes, in which we show a fine line of colorings, from the dainty French effects in ivory, blue, rose and green, and the dark reds, blues and green shades, suitable for living rooms, dining rooms and dens.—*The Crescent, Spokane, Wash.*

Our rug department. The rugs we sell display that exceptional quality and good taste which only the best of materials and workmanship can convey. Shoddy rugs made of cheap materials have no place in this establishment. We carry, moreover, the largest and most select variety of floor coverings to be found in Kansas City, and nowhere else will you be able to buy like qualities at the prices we sell them. While we carry the highest grade of rugs obtainable, our prices are not high. We ask the same prices for these better grades of rugs that are asked at other places for the more common grades.—*Duff & Repp, Kansas City, Mo.*

FLOOR COVERING



Every resident of this city or suburbs who can possibly do so should lay aside all other business and attend this extraordinary sale of rugs to-morrow. Here's a genuine saving of almost fifty cents on the dollar on as pretty a lot of Smyrna rugs as you've ever laid eyes on. Our buyer picked up this lot of rugs on a recent trip East at a big trade sale of rugs, and the price at which he bought same enables us to sell these rugs at about what other merchants pay for them at wholesale. The lot consists of about four hundred handsome, all-wool, reversible Smyrna rugs, in rich, bright patterns and color schemes. Many exquisite Oriental patterns and designs in the assortment.—*J. M. High Co., Atlanta, Ga.*

These rugs have just arrived from the Orient and consist of the rarest designs—well worthy a visit of the connoisseur. We imported these fabrics, and they were selected by our own representatives with the most critical care. Only a personal examination can furnish you with a full impression of these most beautiful rugs and choice designs.—*T. Kelly, New York, N. Y.*

An outpouring of American rugs at clearance prices. Perhaps you know their given names better—Axminster, Smyrna, Wilton—the bread-and-butter of the rug business, and as staple as that combination. But, for all of that, manufacturers try to bring variety into this "staple-ness"—new patterns, new qualities, anything for the sake of newness. So rugs are multiplied in the land—one sort replaces another; the displaced lines must be closed out. Add to that the constant breaking up of rug "sets"—i.e., size-lines, which have to be discontinued—and the fact that we have helped one of our principal manufacturers to make a clearance of his "left out" Brussels rugs, and you can easily see whence we derive a substantial mass of excellent material.—*Wanamaker, New York, N. Y.*

This great collection of rugs represents a limitless assortment, every one selected by an expert for intrinsic worth. They comprise Persian rugs from Ispahan, Suttanbad and Ferehan, Daghestans, Kazaks, Shirvans and Kabistans made by the many tribes who inhabit the Caucasus Mountains of Europe. Turcoman rugs from Bokhara and Beloochistan. Turkish rugs from Anatolia, Ghiordes and Konieh representing every rug-weaving district of the Orient. Every rug is marked in plain figures. There are no fictitious values, as art sentiment and fairy tales which may serve others as a blind for exorbitant prices have not

influenced our judgment of values.—*Barney's, Schenectady, N. Y.*

In our large carpet display room we are now showing an unusual line of large floor rugs—probably the finest assortment ever brought to Joliet. It does not need special experience to appreciate the values. In every way these rugs are exceptional—in quality, texture, coloring, design. We'd like to have you see them. We think you will be so pleased with the patterns that you will not be satisfied until you have at least one of the rugs in your home. And the prices are not great, but rather very reasonable.—*Vance-Fitz Gibbons Furn. Co., Joliet, Ill.*

One of the housewife's anxieties that come with the spring is the question of floor covering. Old carpets or rugs must be replaced and the problem of combining utility and artistic effects is up for solution. There are an even hundred of oriental carpets. Afghans, Persians and Indias, that more than a hundred housewives are waiting to hear about. The sizes of these wonderful rugs run from 6x9 to 12x15 feet, and the designs and their colorings are of the richest and deepest tones known to the wonderful wizards of colorings—the Orientals. Time has been allowed to add his mellowing touch to these already perfect creations.—*Abraham & Straus, Brooklyn, N. Y.*

Rugs for summer use. Each season brings forward new ideas in floor-coverings for summer homes and cottages. A great deal of intelligence and artistic skill has been applied to the designing and producing of rugs that add to the attractiveness and comfort of the summer house. Our stocks present the best from all the important manufacturers. The rugs are shown in all sizes, and many varieties of novel effects and colorings.—*John Wanamaker, New York, N. Y.*

It is not too soon to prepare for summer. It is an acknowledged fact that the Orientals know how to keep cool and comfortable better than any other people. We are now displaying samples of our new importations for this season's business.—*A. A. Vantine & Co., New York.*

We don't believe there's a rug demand you can make on us that won't be fully met by the rugs in the bargain list. It was a purchase—an unusual purchase—unusual in the amount of the goods, the choiceness of the goods and the price. But be quick to accept its offers, for there are many beside yourself who'll recognize the values and advantages.—*W. B. Moses & Sons, Washington, D. C.*

FLOOR COVERING

## GLASSWARE

*She—"Why does the bridegroom always seem to enjoy his wedding breakfast so much?"*

*He—"I suppose because it is too early for his wife to begin throwing plates."—Yonkers Statesman.*

After all what make a table look brighter and more inviting than a sprinkling of crystal glassware? We have been unpacking a beautiful line of these goods this week and they are now shown at the Glassware Department.—*Kay-W-Kay, York, Pa.*

Adorn your table and sideboard with this handsome yet economical press-cut glassware. It's beautiful. Wash in hot water and polish carefully—sparkles like cut glass.—*The 14th St. Store, New York, N. Y.*

A Fourth of July Boom in Tumblers. —Monday morning we began a sale of these seasonable goods which is scattering them in true cannon-cracker style.—*Brinsmaid & Co., Des Moines, Ia.*

Colonial glass, French china. A perfect reproduction of the beautiful designs of our early colonial days.—*Schlesinger & Mayer, Chicago, Ill.*

No other article of glassware is in such immense and universal demand as Table Tumblers and so it is perhaps natural that prices seldom vary. A cut of even two cents a dozen on the wholesale price is enough signal to set every dealer in the country to loading up to his fullest capacity.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The sale of glassware has begun with unprecedented success. Little wonder; consider the prices. This stock is the surplus of the best crystal maker in the country and probably the best factory in the whole Glass Association. By agreement we are not allowed to mention name. This glassware is all thin blown crystal.—*Gimbel Bros., Milwaukee, Wis.*

While this popular glassware is extensively used on account of its durability as a substitute for finer glassware in summer it is used by others at all times simply because of its inherent beauty and quaint design.—*Dulin & Martin Co., Washington, D. C.*

A Tumble in Tumblers from 35c. to 24c. a Dozen.—Two thousand dozen pressed glass water tumblers, with imi-

tation cut glass fluted bottom. News that will be appreciated by the prudent housewives. It means a saving that is considerable—when broken tumblers may be replaced at such little cost.—*Abraham & Straus, Brooklyn, N. Y.*

Do you drink? Well, it does not make any difference what you wish to use in them. We have a full line of tumblers, wine and whiskey glasses.—*The Savings Bank Store, Grand Forks.*

This will be the last chance to secure one of these beautiful sets, as we took all the factory had and this is the last lot. The pattern so careful an imitation of cut glass that only an expert can tell the difference. The glass is clear and sparkling. The set consists of one decanter with hand-polished stopper, and six wine glasses to match, with full-sized glass tray.—*The Fourteenth Street Store, New York, N. Y.*

Carlsbad gold engraved glass. Five hundred samples—about half. Probably the best gold engraved glass in the world comes from Carlsbad. Blanks of purest crystal are delicately engraved with intricate designs of flowers and foliage, and the engravings are backed up with pure gold leaf. The effect is very rich. From one of the chief makers of this glass we have about five hundred sample pieces, scarcely any two alike. And prices are about half the regular.—*F. Loeser & Co., Brooklyn.*

Correct glassware for summer serving. We have goods for every requirement, from the inexpensive, plain patterns to those richly etched and cut. Our colonial designs are very popular for use in summer entertaining and, while moderate in price, have a dignified richness which is very pleasing. We show appropriate styles for serving lemonade, ginger ale, iced tea and other cool summer beverages. Besides, we have the latest patterns in dishes for grape fruit, fruit salads, sundaes, sherbets, parfait ice cream and ices. If in need of granite ware we carry a complete line in lustrous blue finish.—*H. Watson & Co., Saginaw.*

GLASSWARE



## GO-CARTS

*It is fitting that the old war-cry of the Administration, "The full dinner pail," should have to give way to the Rooseveltian slogan, "The full perambulator."—Springfield Republican.*

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*Clerkley—Isn't this earlier than your usual time for going home?*

*Barkley—Yes, but my wife said if I came out by the 3:45 she'd meet me with the carriage.*

*"I didn't know you kept a horse and carriage."*

*"Er—er—it's a baby and carriage."*

Baby will bump the rough spots in life soon enough. Ease the little toddler's way with a buggy—think of the convenience to yourself.—*Kelly & May, West Superior, Wis.*

These are the days that baby would enjoy a carriage ride—these are the days mother does not feel like carrying it—both mother and child will be happy in the possession of one of our handsome carriages or go-carts.—*Freimuth's, Duluth, Minn.*

Of course you know that baby buggies are entirely out-of-date. Go-carts are the only practical baby vehicle now in use. Their durability is due to the fact that the back can be lowered or raised according to the whim or need of the baby. The foot can also be raised or lowered independent of the back. This makes it possible to utilize the go-cart as a cradle or a chair.—*Barker Bros., Los Angeles, Cal.*

It's a trying time for babies—this month and next—and if you want yours to be healthy, don't neglect the daily ride in a go-cart or carriage. If you haven't bought yet, don't put it off any longer, but just come here and get it.—*Brown Bros., Cleveland, O.*

For Airing the Baby.—The best conveyance is a Go-Cart. This opinion is, of course, based upon the utility, durability and attractiveness of OUR Go-Carts. They are light to push and easy to manipulate. No wrench is necessary for the wheels.—*The Chamberlin Furniture Co., New Haven, Conn.*

Baby's health, is, or should be, a source of much consideration! Lay early the foundation of a life free from physical ailments by giving your child every possible opportunity to take ad-

vantage of health-giving elements. Fresh air and sunshine are absolutely essential to baby's welfare, and are the two best and most inexpensive doctors to be had. Let us show you our carts for the little folk.—*Alfred Edmondson, Morecombe, England.*

A pleasure for baby and comfort for you. This city is full of mothers that are tied at home because they are not strong enough to carry baby and the common style of go-carts can't be taken on the cars. No picnics or outings that would do both mother and child a world of good. The Interurban go-cart can be folded up as shown in the picture and carried under the arm.—*Miller & Darley, Marion Ind.*

"Prince Baby" has an added newness to his go-cart this season; it is collapsible. This differs from the folding style. The collapsible go-cart is full size, and so constructed that with a push here, a lift there and a twist in another place, the running gear closes in on itself beneath the body of the vehicle—and when collapsed the go-carts take up but little more space than a sitting room chair; quite an important feature when space is limited, and a big improvement over the old room-taking build. These go-carts are made by Heywood, and all come upholstered; all the springs are elliptical, making a very "elastic" vehicle—thus neutralizing jolts sideways as well as forward and backward. Another excellent point about these Heywood go-carts is that the pusher goes to the gear giving what is termed "ground" control of the vehicle—a more sure control by the one propelling than if the pusher were attached to the body of the cart.—*Gimbel Bros., Philadelphia, Pa.*

GO-CARTS

Go-Carts and Baby Carriages.—It is hardly fair to the little ones to keep 'em housed when you can send them out in charge of a nurse or one of the other children in a comfortable go-cart or carriage which we price to you cheaply. The expense is but nominal and the benefit to the child great.—*Hamburger's, Los Angeles, Cal.*

We enjoy talking to the woman who is interested in bargains. These high grade go-carts and carriages come under that heading. Equipped with all the latest improvements known, such as steel running gear, auto wheels, rubber hub caps; has deeply tufted and detachable upholstery of finest French velour in beautiful color combinations, and fine lace cover. Having bought a tremendous number, and not wanting to carry them over, we offer them to you at a great saving. They are smart, of endless variety, and very serviceable. They seem to be in a class by themselves—a particularly noticeable feature being that the less expensive kinds possess the same style, finish and artistic workmanship of the more expensive ones. You can buy them with the positive assurance that they are reliable throughout, no matter what price you pay for them.—*B. G. Carpenter, Wilkes-Barre, Pa.*

A special drive on go-carts for this week. Baby's health is, or should be, a source of much consideration. Lay early the foundation of a life free from physical ailments by giving your child every possible opportunity to take advantage of health-giving elements. Fresh air and sunshine are absolutely essential to baby's welfare, and are the two best and most inexpensive doctors to be had. Let us show you our carts for the little folk.—*Cohn Bros., Spokane, Wash.*

Nothing is better during bright summer days than long jaunts in the great outdoors. Little feet soon tire, though. And here is where one of these go-carts is needed. Light and easily handled, yet strong and durable, they meet every requirement perfectly.—*A. Brown & Son, Schenectady, N. Y.*

Our line of go-carts from \$6.50 to \$30 are just the proper article to give baby an airing. Plenty of fresh air will make your baby healthy and good natured.—*Frank Pryor, Pueblo, Colo.*

When the President comes. When President Roosevelt comes to Joliet he will be proud to see what Joliet can show in the way of big families. Joliet leads in this State. You'll want a nice baby carriage or go-cart in which to

take the baby out to see the president. The best place to buy them is of *G. L. Vance, Joliet, Ill.*

Mid-Summer clearance time finds us overstocked with Folding Go-Carts. Radical reductions placing them in easy reach of all, makes them all the more desirable. There's sufficient time left this summer and fall in which to use them to best of advantage.—*The 14th St. Store, New York.*

We have most positively determined not to carry over a single cart. We realize that they will not be in fashion when snow is on the ground, and our storage room is scarce.—*The Georke Co., Newark, N. J.*

Buy a Heywood cart for baby. You won't be satisfied with an ugly, awkward go-cart for the baby. The little one deserves the very best that's to be had—in other words a Heywood cart.—*Rhodes, Haverly Furniture Co., Atlanta, Ga.*

They're real bargains. Marked down a lot of our best go-carts and baby carriages, need the room. Several styles in our window with prices plainly marked. Glad to show you, others inside. It's a real opportunity to save money. Better investigate.—*J. Crawford Green & Son, Troy, N. Y.*

Another lot of those small reclining go-carts just received. They are very handy carts and have proven very popular this season. They fold up, have adjustable back and front, heavy tires, bicycle wheels and patent foot brake. They are roomy, substantial, comfortable and cost but very little to buy.—*The Fair Store, Binghamton, N. Y.*

We are showing a complete line of up-to-date go-carts and baby carriages. These goods come from the foremost makers of the country and have all the new and desirable features. They are certainly beauties and should be inspected by all intending purchasers. You will find the prices and quality right.—*Simpson's, Elmira, N. Y.*

Beautiful weather to give baby an outing. This special in go-carts will help you to secure a good one reasonably.—*Chapman & Co., Brooklyn, N. Y.*

Sample go-carts to go.—*Schlesinger & Mayer, Chicago, Ill.*

You won't be satisfied with an ugly, awkward go-cart for the baby. The little one deserves the very best that's to be had—in other words, a Heywood cart.—*Rhodes-Haverly Furniture Co., Atlanta, Ga.*

GO-CARTS

Don't Carry, but Wheel Your Baby.—If you have hesitated because of the attendant expense of a suitable cab, just apply common reasoning to what you should get for your money—and if you are satisfied that you are getting more than your money's worth—do a little judicious investigating in one of these perambulators, and feel satisfied that you are not asked to pay exorbitant prices for the comfort you derive from wheeling your baby; and realize that it enables you to either take baby out with you or send it out in charge of some competent person.—*Hamburger's, Los Angeles, Cal.*

If baby had its own way it would be out in the fresh air and sunlight almost every hour of the day in one of these comfortable go-carts enjoying those helpful gifts of nature that put color in the cheeks and lustre in the eye.—*W. S. Aaron, Altoona, Pa.*

Baby Carriages and Go-Carts.—Easy choosing from our line of forty odd beauties. Here you'll find the prettiest parasols in New Bedford—quite different from the carriage man's stock, for our business brings us in touch with the lace workers, and we buy this part of the carriages—also at first hands.—*C. F. Wing, New Bedford, Mass.*

All the new vehicles for little folks to ride in are now here and ready for the outings which this bright spring weather invites.—*The Wanamaker Store, Philadelphia, Pa.*

The fact that we sell a goodly share of the go-carts sold in Binghamton speaks for itself. It shows that we have the most complete line, the best and strongest makes and the very best values. Our carts are made of the very best reed, are adjustable and folding, have cushion rubber tires, ball-bearing wheels, anti-friction wheel fasteners, patent brake and dozens of other good features. They are light, easy running and very substantial. We show fully 100 different styles, at all prices from \$2.50.—*The Fair Store, Binghamton, N. Y.*

The Alwin Folding Go-Cart.—That folds as flat as a Sunday newspaper and is not very many times more heavy—yet so strong it can be subjected to almost any treatment. It is not a complicated machine that can be used as a table, a lawn seat, hammock or a lawn mower—it is a simply constructed, perfect little go-cart, made of finest steel tubing, rubber tired wheels, leather cloth cushioned seat and beautifully nicked and enameled metal parts. It is strong enough to bear the weight of a grown

person, yet within a few seconds it is collapsed and folded into so small a package that it may be stowed away in the tiniest cupboard or pushed under the bed. If you are boarding, traveling, visiting or living in a small apartment—even one room—this is the go-cart for you—at \$9.98.—*Abraham & Straus, Brooklyn.*

These Go-Carts are highest grade manufacture—from such fellows as Heywood Bros. and Wakefield, Block, Dann and Monumental. All made of fine reed, handsomely finished; fitted with the newest auto running gear; green enameled wheels with rubber tires and rubber hub caps; reclining back and adjustable dasher. Some have China handles.—*Adams Dry Goods Co., New York.*

The season is here when baby will be on the street more than in the house: that is why we are so well prepared with baby carriages and go-carts; we have them at all prices, but at whatever price they are marked you are assured they are less than elsewhere.—*Whalen Brothers, Brooklyn, N. Y.*

Folding Go-Carts.—What a marvel of lightness and compactness is this folding go-cart! When you go to the park, lake or country, the go-cart is easily carried on the car or train and your little tot can enjoy her equipage.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

To make room for Xmas we want to sell all our go-carts this week. We have them from the simple fold-up kind to the most elaborate Block make—made like a \$2,500.00 auto. See our fold-up cart for \$3.98. It's the most sensible vehicle ever invented for ma, pa and the baby. See how little priced the other kinds are.—*A. D. Matthews' Sons.*

Give your heir the air in one of our go-carts with light running and noiseless gears (wheels being fitted with rubber tires) and soft "springy" springs.

"Our" go-carts make baby's afternoon out one of continued pleasure, both to baby and mother. Call in and see our new styles.—*John Newson, Charlotte-town, P. E. I.*

Another great opportunity for you to economize. We have purchased the entire surplus stock of a prominent factory at a great price sacrifice. You've never before had so great a chance to buy high-grade go-carts at such a low price. We have an immense variety all new 1905 patterns with all the latest improvements. If you have any idea of buying a go-cart we are quite sure you cannot afford to miss this sale.—*Denhard Co., Louisville, Ky.*

GO-CARTS

We have just received a shipment of Go-Carts, which are longer and roomier than other kinds. The automobile gear is as light and easy running as a bicycle.—*Schipper & Block, Peoria, Ill.*

Baby's go-cart to-morrow should be one of the compactly folding carts that you can shut up like a camp chair and take on train or trolley. Relieves you of the fatigue of carrying baby and is not cumbersome in itself.—*Strawbridge & Clothier, Philadelphia, Pa.*

The "Heywood" Go-Carts are rightly named the "Go-Carts of Quality" and the leaders in styles and new improvements—elliptical springs, automatic clamp, patent wheel fasteners, metal handles with wood grips and cushion tires.—*Stickley-Brandt Furniture Co., Binghamton, N. Y.*

We picture here a few of our easy running Wakefield Go-Carts, both the folding and reclining styles. The bodies are made from selected hand woven rattan, finished in shellac, and the gears are of steel, enameled a brewster green. All wheels are striped and rubber tired. The reclining styles are fitted with A1 grade of cushions and parasols, which may be had in any color desired. The reclining adjustment operates both back and dash from one point and is one of the exclusive features of the line.—*The Grote-Rankin Co., Spokane, Wash.*

We only quote two styles as a criterion of price reductions for the entire line of celebrated Gendron carriages and go-carts, which is equal to the best makes in the country.—*The Palace, Spokane, Wash.*

Fine weather for the new baby. There's health in every breath of fresh air. Give the baby a chance to be healthy. To help you do this and so you may have a new go-cart for the holiday we are giving a straight 10 per cent. off every carriage and go-cart in the store.—*A. M. Souter & Co., Hamilton, Ont.*

English perambulators, reduced prices. Handsomest and best made. They come from Simmons, of London—only 18 of them, and we will not order duplicates at these prices. The reductions are made as a pre-inventory offer—the maker's prices are the same as ever—the loss in this instance is ours—the gain yours. \$36.48, \$37.98, \$44.98 and \$40.48.—*Abraham & Straus, Brooklyn, N. Y.*

The baby should have frequent airings these summer days, and if the mother has a go-cart it will be no trouble at all to give him a daily spin.—*Gable & Co., Altoona, Pa.*

Baby ought to be provided with a nice and comfortable go-cart for its daily outings. While the little one enjoys the benefits of sunlight and fresh air, mamma or nurse derives benefit from the exercise outdoors.—*W. S. Aaron, Altoona, Pa.*

Better values in baby carriages and go-carts. We always lead in this line with larger and better assortments, lower prices and easier credit terms. Forty styles of go-carts and carriages to choose from—every one new, with or without leather hoods and lace parasols. Special values in the new English perambulators with leather tops.—*The Household, New Bedford, Mass.*

The new baby coaches. Just arrived in time to go out to the little tots any nice mild day when sunshine will bring the roses in baby's cheeks. We never showed so many pretty styles nor priced them at such little figures.—*Kaufman's, Trenton, N. J.*

In winter weather prepare for spring. The new go-carts and baby carriages are here. A fine line and one that will command your admiration.—*C. F. Wing, New Bedford, Mass.*

Baby carriages. Too previous? Not a bit of it. There are many bright, sunshiny days at this time of the year, and to get the youngsters out in the clear fresh air is too important a matter to bother about the date.—*Flint & Barker, Fall River, Mass.*

Give the baby a sun bath. All mothers know that there is nothing to compare with sun and light and good fresh air to bring the roses to the little cheeks of their toddling sons and daughters. Our baby carriages are built to off-set the stuffiness and lack of ventilation so common in the cheaper grades, and what we want to sell you will be found to be the cheapest in the end. Built for honest service at an honest price. Every mother takes an honest pride in her little ones. She wants her baby to have just as pretty and comfortable a carriage as anybody's baby.—*Morey Furniture Co., Bangor, Me.*

It shows that we have the most complete line, the best and strongest makes and the very best values. Our carts are made of the very best reed, are adjustable and folding, have cushion rubber tires, ball-bearing wheels, anti-friction wheel fasteners, patent brake and dozens of other good features. They are light, easy running and very substantial. We show fully 100 different styles, at all prices, from \$2.50.—*The Fair Store, Binghamton, N. Y.*

GO-CARTS

More new go-carts are here. Beauties, every one. With restful reclining backs, easy springs—and parasols so carefully lined as to be proof to the glare of the summer sun. There's real merit as well as beauty in our baby vehicles—and we are sure you'll buy when you get the prices.—*C. F. Wing, New Bedford, Mass.*

Our go-carts are the Pullman cars of Babydom. A mighty bargain is the 1903 adjustable go-cart.—*The Economy, Scranton, Pa.*

Have you a little baby in your home? Then by all means take him out in the air every fine day. There haven't been so many good ones lately that you can afford to miss any of them! We've got such a pretty line of carts that you should have no trouble in getting suited. Made with the bicycle tubing gear and good, thick rubber tires, and made in a manner that is sure to appeal to the person who is looking for style as well as stability. Our carts are made by manufacturers with years of experience; manufacturers who have profited by their past mistakes and who now offer you go-carts and carriages that are practically perfect. These carts come in every conceivable style, but to-day we call your attention to the Alwin folding cart, the original one of its kind. There are many copies of this cart, but none of them have quite caught the point of construction that singles the Alwin cart out of a crowd. Very light weight, nickel trimmed and will fold so that it can be put in a suit case for traveling. They are even made with a folding leather hood like the larger carts.—*Lippincott & Co., Wilmington, Del.*

Come and see the difference in go-carts. When you come to look over the immense line of go-carts and baby carriages, you'll be able to see the real perfection in manufacturing, and it's all in the "making" and materials whether you get your money's worth or not. We'll show you the best go-carts built—we'll show you every modern device for durability and comfort, and the prices are sure to be within the reach of all.—*Hurley-Tobin Co., Trenton, N. J.*

Go-carts and carriages in all the latest models, from the little folders to the stylish English perambulators. All strongly constructed with enameled running gear; light and durable. Some with heavy roll sides. They are the handsomest carts we have ever shown, but sooner than carry them into another season we have made these radical reductions.

Come and see the new figures.—*Edw. H. Brennan, Wilmington, Del.*

We have now ready for your inspection our 1907 line of English perambulators, folding and reclining go-carts with all the latest patented attachments, and the newest fads and prettiest designs from all the high-class builders of baby vehicles, such as Heywood, Wakefield, Whitney and Block, and our prices are the lowest. All have rubber tires.—*The Golden Rule, St. Paul, Minn.*

Sixty-five bright new patterns for your selection, all the best makes, including the block. Come in, look them over. We have a style that will suit you. Folding go-carts, \$2.50 up. Regular go-carts, \$6.00.—*Meharg's, Wilmington, Del.*

There is no time like the present to get a go-cart for the little one. The weather is fine, and he will just crow with delight at the prospect. His cheeks will grow ruddy and the fond mother will be delighted. Our line is very complete and makes possible an entirely satisfactory selection. All important improvements are found on our go-carts, such as the folding and reclining devices, parasol attachment and brake. The reed work is carefully selected to avoid imperfections; the frames are made of thoroughly seasoned hardwood; the tires are made of best rubber, and the cushions and parasols are of best quality. Make your selections while the line is at its best.—*Goble, Pratt & Robbins, Spokane, Wash.*

Baby carriages and go-carts, low-priced. All kinds and all prices to choose from—a new consignment, a wider range, has just arrived. English, Canadian and American styles—the newest designs—some fold up into little more than half full size. They range from plain but comfortable folder with hardwood seat, fancy feed back and rubber tires, to the luxurious style with adjustable drop front, reclining back, rubber tires and foot brake. Beautifully upholstered, with silk or lace all-over parasol. Better values can't be found—nor as good.—*The T. Eaton Co., Winnipeg.*

Baby's trip around the block. Baby's best outing days come with the month of May and a trip around the block in a Doyle carriage, perambulator or go-cart brings very real returns in health and good nature. Our new spring lines of juvenile wheeled goods are the handsomest you ever saw, and a look at them will do both you and the baby a world of good—so also will our fairest of prices and terms.—*M. Doyle's Sons, Troy, N.Y.*

#### GO-CARTS

## HARDWARE—CUTLERY

Two weeks ago we thought we were holding the greatest cutlery sale that we would ever hold, when we bought and placed on sale over 20,000 pairs of shears. Now to-day, we add to the shears over 1,500 pocket knives; over 3,500 razors; over 1,000 pairs of scissors, all sizes, from small manicuring scissors up to six inches, and hundreds of razor strops and hones. Every piece of cutlery in this sale is perfect, and the best quality that can be made. We've told you how we got the 20,500 pairs of shears. This is how we got the balance of the cutlery that goes in this sale to-day. A jobber of cutlery quit the jobbing business and went into manufacturing only shears. The pocket knives, the razors, the small scissors, the razor strops and hones, comprise the jobbing stock he had when he quit the jobbing business. Not one piece of the entire lot saw the light of day since being put in their original packages, until opened for this sale last night.—*Jones Dry Goods Co., Kansas City, Mo.*

These carvers are found to be very acceptable as individual or breakfast carvers. They are made of a very fine grade of steel, with a 5-inch blade, nicely finished ebony handle and silver ferrules.—*Callahan & Douglas, Binghamton.*

Twenty-five cents for good scissors is not much when you get a pair that will cut well and last much longer than you would expect. Until we tried them we bought only in small lots, as we thought them too nice looking to be good, but they have proven so satisfactory, such good cutters, we call your attention to them, knowing that they will give you good service.—*Eyrich & Co., Jackson.*

A complete line of all kinds of scissors. This is the season of sewing with the thrifty housewife.—*Seitz's, Ottawa.*

We'd like to put an edge on for you—a keen, cutting edge on whatever cutlery you possess that needs sharpening. Our grinder is an expert; our machines are of the most modern and approved type; our work is of the kind that makes people say: "There, that's something like it!" Hadn't we better call for that dull lawn mower of yours?—*Palmer Shoe Repairing Co., Bangor, Me.*

No end to the assortment our cutlery department offers you. Everything that

has an edge can be found here in all sizes and shapes and at prices suited to any man's pocketbook.—*Strong, Bush & Handwerk, Joliet, Ill.*

Yankee safety razors are famous for their easy, luxurious shaving qualities, and are so simple that any man, no matter how inexperienced, can shave himself with perfect safety. Made of highly tempered steel, hollow ground. Every one fully guaranteed; all ready for a quick, clean shave.—*Bloomingtondale's, New York, N. Y.*

CUTLERY RIGHTNESS.—No better table cutlery for company house use than ours with ivoride handles—which are so fixed to best hand-forged steel blades that cannot come off—has smart appearance—keeps a good cutting edge, and costs little.—*Alfred Edmondson, Morecambe.*

For the Man Who Shaves.—If a man is critical about anything, it's his razor. The most exacting will find our line of razors exceptionally complete in variety and faultless in quality—razors with years of service in them, reliable in every way.—*J. Wiss & Sons, New York.*

KNIFE FANCIES.—It may be possible that Santa Claus didn't bring you a knife, and maybe you are just as glad. Most men like to pick their own knives, and no two pick alike.—No handle but a pearl one for some—nothing but buck-horn for another—some want a whole tool chest—some want two blades—some like big blades—some little—and so it goes. We know how knife tastes differ, and that's why we offer such a wide assortment.—*The Barrett Hardware Co., Joliet, Ill.*

The big cutlery sale continues. Ever since we announced the big cutlery sale which is now in progress at the big store, this department has been crowded with throngs of eager buyers. Have you seen what we're offering? If not, better do so to-day. The sale consists of a lot of drummers' samples—scissors, shears and pocket knives. We secured them at a very low price, therefore will offer them to you in the same manner.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

Scissors Under Half.—Without any question these two sizes of scissors which are ready for Friday's selling are the best value we ever had at the prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

#### HARDWARE—CUTLERY



## HARDWARE—FREEZERS

The Peerless ice cream freezers are noted for the rapidity with which they produce well frozen cream. Three and one-half minutes is the standard time allowed for making cream in this freezer—a short enough period surely. One of the greatest satisfactions of the home cream, however, is its purity and cleanliness as well as the very smooth effect that is so delightful. The Peerless freezer has proven its right to the claim of the maker that it will produce more smoothly frozen cream in quicker time than any other freezer known.—*Abraham & Straus, Brooklyn, N. Y.*

Do You Eat Ice Cream? Why Not Make It Yourself? It's as Easy as Making Lemonade.—Of course you are thinking of the old dasher and the eternal grind when you say the cream is not worth the work involved. But when you say this you show that you do not know the Twentieth Century freezer which does all the work while you can sit by and read a novel or think how you will serve it to your guests. And the quality of the cream lies entirely with you. If you will just step in some day and see the demonstration of this wonderful machine in the basement you will realize that this Freezer is an exception to the general rule in all things—it does not require hard work to secure the best results.—*Abraham & Straus, Brooklyn.*

Of course, you couldn't use a great quantity of ice in three minutes—so that's one feature. The mechanism of the "Peerless" assures light work—and that's a good hot-day argument. And home-made ice-cream is always made as good and pure as home folks know how—that's final.—*Macy's, New York.*

On a Sunday afternoon or during the evening what is more enjoyable than to make ice cream? You will say that is all right, provided it don't take too long to freeze the cream. Our line of freezers are of all sizes and with any of them you can freeze ice cream in five minutes.—*Geo. M. Cooley Co., San Bernardino.*

Will you be up-to-date? 19th Century methods to-day have not one chance in a hundred. We make Ice Cream that is up-to-date. One order and you will be on our list for all time.—*F. E. Kruse, Binghamton, N. Y.*

Cool off. When this quivering July

HARDWARE—ICE CREAM FREEZERS

air is ablaze with sizzling heat and your parched and blistered tongue cleaves to the roof of your mouth, powerless to rebuke the idiot who wants to know if it is "hot enough for you," isn't the sensation of some cool, refreshing, delicious liquid trickling slowly down your dusty, thirsty throat just about the most delightful thing imaginable? You're right it is, and the sooner you invest a little money in one of our fine water coolers or quick ice cream freezers, the sooner you will be enjoying a good many cooling and refreshing spells this hot weather. Our freezers make cream while others are getting ready.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Ice Cream for Desert.—Of course, it will be the best part of dinner for months to come. No need to get heated up at it, either. The XXth Century Freezer requires no grinding; and it makes the best and smoothest cream that can be made. And for all kinds of delicious fruit ices and frozen puddings, no other freezer can approach it at all. It freezes them without musing them up a bit—and that's the way they look so fascinating. When you see frozen delicacies served, that you don't see how the hostess had made, just take it for granted that she has a XXth Century Freezer and that you can have the same fine deserts when you get one, too.—*Wanamaker's, New York.*

For her summer dainties ice cream, ices, sherbets, frozen custards, etc., we stand ready to supply freezers of standard manufacture and in several sizes—capacity of from one quart up to gallons. If you're short on the freezer line it will pay you to see our complete and satisfactory stock.—*Avery & Co., Portland, Ore.*

From baby up all like ice cream. It's a treat to most people—a Sunday dish. Have it every day in the week if you like, and twice on Sundays if you use a Peerless Iceland Freezer. (One motion.) It is easy to keep clean. Cream can make no lodgment on dasher. Scrapers are not attached to arms by iron clamps which allow cream to soak in between wood and iron and become putrid and sour. Dasher is thoroughly cleaned simply by scalding.—*Richardson & Grant, Ogden, Utah.*

## HARDWARE

## KITCHEN UTENSILS

Opening of the Food Chopper Season.—We don't know why we sell more food choppers at this time of the year than any other, but we do. There is no time during the entire year that a Gem chopper in the kitchen is not seasonable. Takes the place of the old-fashioned chopping bowl and knife, does better work, without any noise. Big display of food choppers in our north window and you are invited to come in and see how the Gem chops fruits, vegetables and most anything except wood. May we have the pleasure of seeing you?—*Barrett Hardware Co., Joliet, Ill.*

A food chopper that cuts meats, suets and vegetables without grinding or tearing them has a place in every kitchen—especially when that machine is not likely to wear out and is easily cleaned. We offer you such a machine—it clamps to table or dresser, is coated with pure tin, right for helping with Xmas preparations and also for using up cold meats. The price is scarcely worth consideration, it's so little—\$s. 9d.—*Alfred Edmondson's, Morecambe, Eng.*

Mudge Canning Process.—The best method of putting up fruit—try it on cherries. No cooking, no chemicals, no addition to the fruit except sugar and water; the air is driven out, the fruit sterilized. When opened the color flavor and shape of the fruit are as nature made them.—*Wanamaker's, Philadelphia.*

Doubtless you think you are getting the best enameled ware at bargain when, in reality, you are paying high prices for seconds. Compare our line with the cheap class.—*Anderson Hardware Co., Atlanta, Ga.*

Meat Protectors.—Flies are very pesky things during the next two months—unless your eatables are placed beyond their reach—much food will be spoiled—our meat safes are capital conveniences in which to store provisions—perforated ends and front allow a free air passage yet all is safe that's placed behind their doors.—*Alfred Edmondson, Morecambe.*

Fruit Jars.—Fruit jars have such a habit of getting broken that the supply needs replenishing each year. How about yours? There are plenty here when you need them at these prices.—*Sibley, Lindsay & Curr Co., Rochester.*

HARDWARE—KITCHEN UTENSILS

Hash enough for ten persons chopped in three minutes by the "Universal" food chopper, the best kitchen utensil ever invented.—*Landers, Frary & Clark, New Britain, Conn.*

For a cozy little supper on one of your evenings at home or after the theater this handy little chafing dish will be found indispensable in the preparation of dainty and appetizing dishes.—*Barber & Ross, Washington, D. C.*

Sale of specials for "the Good Old Summer Time." We have planned this sale as a sort of first-aid to the battered and broken, after the May move, also a general refurnishing sale for kitchens, with special price inducements for a man to plant his own garden and shave his own lawn.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

"Seconds" in housekeeping fabrics sometimes afford as good service as first qualities, and with no danger. But second grade kitchen utensils ARE dangerous and unsanitary. A French physician says that many cases of appendicitis are traceable to the chips of coating from inferior granite ware. Don't go experimenting when reliable first quality wares can be had for so little money.—*Macy's, New York.*

No, they are not seconds. There's not a doubtful piece among the thousands. You will have no sooner entered this basement housekeeping wares store of ours to-morrow than you will be impressed with the importance of the sale—prices, qualities and quantities all combine to make up a sale such as will delight the most exacting buyers of kitchen wares and kindred kinds.—*S. P. Dunham & Co., Trenton, N. J.*

Many are called, but few are chosen. That's the way with enameled ware. Lots of them are called good enamel ware, but there are only a few that will stand hard usage.—*The Stambaugh-Thompson Company, Youngstown, O.*

Dozens of good and worthy kitchenware values for bargain Saturday's selling. The following, and many other articles in kitchenware, are marshalled for special selling to-morrow. All marked very much less than regular. Every article in the list is all right in quality and some very low in price.—*The Fair Store, Binghamton, N. Y.*

Take, for instance, granite ware. All stores are not so careful as we are. A tiny chip off, or a slight blemish here, and the article does not go out to any customer, because right at that flaw rust begins to work and the article is worthless. Little points all through the stock we look after. The flimsy, trashy housefurnishings find no room here.—*Hightower & Graves, Atlanta, Ga.*

"Polly, put the kettle on!" And if it's aluminum it won't burn, it won't be affected by acids, it won't absorb acid tastes or odors, it won't absorb grease, it can be quickly and thoroughly cleaned—and it's a whole lot lighter. Aluminum cooking utensils will surely displace tin, steel, iron and copper utensils—and if you would be up-to-date and economical you'll find it worth while to step into our store and see the many different patterns, and learn the low prices.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

The sale of *graniteware*. Long service, good looks and extraordinary values are the reasons why we give for women to stock their kitchens with Monarch graniteware. After this sale you'll have to wait six months for another opportunity as good.—*The T. Eaton Co., Winipeg, Can.*

It isn't necessary to fill the fire-pot of a Household range way up to the covers. Keep it half full—you'll get a better baking heat, you won't warp the range top and you'll burn just about half as much coal. Your kitchen needn't be suffocatingly hot at any time if you run the fire of a Household range right.—*Langley, Waterbury, Conn.*

*Roasting Pans.* We have always sold our share of roasting pans, but since we began to sell our sanitary self-basting roaster, our sales have increased so that during the past four months we have sold as many roasters as we did during the past two years of all kinds of roasting pans. The people know a good thing when they try it. Try one of our roasters, and if you don't like it send it back. They are guaranteed for ten years. Price just as low as the common kind.—*H. Harroun & Co., Mansfield, Ohio.*

Our broadest and best sale of household utilities. Great savings in price. Back from vacation—house to be opened—what a lot of fixing up everybody needs to do for fall. Good time to start the great September sale of household needs. Pretty much all Brooklyn depends regularly on this great basement store for such things—seems superflu-

ous to say again that everything here is of the highest character or it wouldn't be here. The good housekeeper doesn't like to fool with things that may or may not be satisfactory—so she comes to Abraham & Straus' and gets the best for the least the best costs anywhere. But in these great sales we plan to do better than usual pricing—a good deal better. Manufacturers who want our all-season business make big price concessions on goods we buy for this sale. We cut off profits, too. Result is an immense stock of the best household utilities—fourth to half off. Brooklyn knows all about the sale—Brooklyn women wait for it. Enough to say we never before had such a big sale or such small prices. Here are details—some of them. Can't begin to give all to-day.—*Abraham & Straus, Brooklyn, N. Y.*

A treat for housekeepers! A feast for the economical! A sale of enameled ware that will cast a ray of sunshine in every kitchen. Don't trust yourself to use any but perfect enameled goods. Don't risk the dangers that lurk in lightly coated and imperfect pieces. All the pots, pans and kettles in this sale are strictly first grade and double coated—absolutely free from any poisonous substance.—*W. V. Snyder & Co., Newark, N. J.*

Aluminum ware. Come and see our line of cast aluminum ware, most complete in the valley, moderate in price and the best cooking utensils manufactured. You can put our aluminum tea kettle on a gas stove for six months without a bit of water in it—we will guarantee that it will not crack. Come in and look over the line.—*George J. Frank, Bay City.*

The Illinois pure aluminum ware for health and cleanliness, economy and wear. Will not scorch or burn—will not rust or corrode—will not crack or scale like the enamel ware. It is therefore an ideal cooking utensil, one which is far superior to ordinary kinds. In appearance aluminum ware resembles silver, but unlike silver it will never tarnish and is easily kept clean. This ware weighs but one-quarter that of silver or enamel ware, and being light is convenient to handle, is strong and will outlast any ware on the market. It is practically unaffected by the strongest acids and is positively the only utensil for cooking purposes that is absolutely pure and is in no way affected by any substance used in culinary operation, and is as pure as china or glass, the difference being it will not break.—*George M. Cooley Co., San Bernardino.*

HARDWARE—KITCHEN UTENSILS

No ware like German cooking ware. See our window and prices. Buy one piece and you will buy more.—*F. Crouse & Son, Mansfield, O.*

Don't fail when in our housefurnishing department to see that wonderful Universal bread mixer demonstration—see how easy bread can be made—try a sample of the bread which our demonstrator will serve you with, which is made fresh every morning, and thus form your own opinion as to the merit of the machine.—*Simpson, Crawford Co., New York.*

To stand the bangs and wear of the kitchen there is nothing so good as copper. Most of the copper kitchen and table articles in "Burke's" basement are made from a single sheet of copper, which makes them better than the best of former days, and are finished with burnished nickle plate and silver lining to give them the elegance of appearance of most costly silverware.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

A large 10-qt. dishpan, made from one piece of best steel, enameled inside and out with three coats of sanitary enamel, baked to a high finish, in blue and white effect. These are not factory seconds, but strictly first-class goods.—*Spiegel's, Chicago, Ill.*

Cullender-Satisfaction.—Our pure enameled cullenders are the best cullenders produced—pot ones break—tin ones rush and discolor—our enameled ones do neither—they are absolutely clean and perfectly safe to use—also the most durable—in fact there is no wear out to them. A satisfactory price littleness, too.—*Alfred Edmondson, Morecambe.*

New beginners as well as old established housekeepers should not fail to see our display of kitchenware. We carry the largest up-to-date line of these goods in the city, and are continually adding something new, that will save Bread Raiser and Mixer, which mixes

you money and labor, such as our Patent your bread in three minutes' time, making the hardest part of bread making easy, and it is only one of the many labor savers we have.—*F. Crouse & Son, Mansfield, O.*

A New Dish Washer.—We are always trying to help the women—anything that makes their work easier or quicker done we buy, but not before we have thoroughly tested and proved its merits—one thing at a time. Now that the three-minute bread mixer has proved so successful, we want all the women who have seen that to see this Darlington dish washer, because we believe you will like that, too. This is a little round brush fastened to a rubber tube, and one end of the tube slips over the hot water faucet, allowing the water to run right through the brush. You hold the brush by the handle and wash all your dishes, kettles and pans without putting your hands into the water. It is very simple, clean, and puts the dishrag out of business. Only \$1.25.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Poor light in the kitchen is a great strain on the eyes if you must work with its aid—it is cheaper and far more comfortable to work by a good light—which can be had for 2s. 6d., whereas a poor light might cost you the most priceless blessing—eyesight. The "Welsbach" burner complete at half-a-crown makes our poor gas usable.—*Alfred Edmondson's Morecambe, Eng.*

Good light is necessary these dark nights if you would read with pleasure—study with comfort—or work with satisfaction. Poor light is a severe strain upon strongest eyes and sooner or later—sooner if anything—spells—ruined sight! Cheap light is promised all who burn our lamps—for they give the maximum of light at the minimum of cost! See our line for kitchen use.—*Alfred Edmondson, Morecambe, Eng.*

HARDWARE—KITCHEN UTENSILS

## HARDWARE—REFRIGERATORS

*O for a lodge in a garden of cucumbers,  
O for an iceberg or two at control;  
O for the use of a Santos Dumontier  
To carry me straight to the frigid north pole.*

Our dry air refrigerators are so dry that any match after remaining in the refrigerator with ice in it for three days (or perhaps more) will strike and light as readily as if just out of the match box. We are demonstrating that here now, with both matches and salt, the salt remaining as dry and fine as ever. It shows that the circulation of air in our refrigerators is so perfect that it counteracts the dampness from the ice. They're the sort of refrigerators that keep food fresh. The consumption of ice is very small, too. We have to replenish the refrigerator but twice a week.—*W. B. Moses & Sons, Washington, D. C.*

Our refrigerators are cleanable, pure, cold and dry. They can be kept cleaner, colder and dryer than any other kind. You can take them all apart and get at every corner and crevice. Lined with zinc or real porcelain, food kept in them is pure.—*Kinney & Levan, Cleveland, O.*

If you need a new refrigerator this is the place to come for it. We have a new line of the best refrigerators we know of. They're ice savers and food savers. They not only keep things cold—they keep things pure and wholesome.—*Morey Furniture Co., Bangor, Me.*

Do you drink water enough? Lots of people would drink more if it was made inviting. This is assured by the use of our Glass Water Cooler with inside ice chamber and aluminum trimmings. Here you have a water cooler that cools the water without the ice touching it, that defies corroding, and that is so inviting to the eye and appetite that the foaming stein simply sinks into "innocuous desuetude." Suppose you see it—we mean our Glass Water Cooler.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Certain properties you demand in a good refrigerator:

That it keeps the food entrusted to its care sweet and fresh.

That by proper ventilation it prevents one sort of food from absorbing the taste and smell of another.

HARDWARE—REFRIGERATORS

That it is economical in the use of ice.

That it is hygienic—easy to clean and to keep clean.

The "Odorless" is all of these things. It is well constructed; boxes are made of oak, zinc-lined; ice-chamber is lined with galvanized iron; shelves are of woven wire, allowing free air circulation.—*Wanamaker, New York, N. Y.*

The best known refrigerators with a good reputation are the McCray, the Bohn Syphon and the Peerless; every one constructed on strictly scientific refrigeration principles—of the best materials. Probably a little higher in price than ordinary ice boxes—but the difference in price will be more than offset by the excellent service—the saving on ice and the assurance that your edibles are being kept properly. "Won't you let us explain?"—*The Mitchell Co., Cleveland, O.*

Cursing the cooler won't keep your meat fresh and your milk from souring. The only thing to do is to exchange your old ice box for a modern refrigerator so arranged as to save the meat, butter and cream and save the ice at the same time. This is the time to think about it. This is the store for you to come and see about it.—*J. R. Allen, Crookston, Minn.*

Keep cool! Extremes touch—June cold is succeeded by July heat. Hope you're prepared for it—but we surmise that maybe you have put off buying the various cooling apparatus you need about the city or country house. Fortunately enough, we're ready to supply you on the jump—without bother or delay, with ice cream freezers, ice water tanks, refrigerators, ice tools, and everything else to set at naught the attacks of the mercury.—*Wanamaker's, New York, N. Y.*

"In the good old summer time." You will be happy if you have one of these refrigerators. They are well and strongly made of hardwood and finished in golden oak. An examination will surely tempt you to buy. A full line from \$3.50 to \$65.—*Shellas & Chestnutt, Brooklyn.*

Stone coolers for ice water. Water keeps fresh longest in stone. There is nothing to rust, corrode, decay, mold or get musty. Once they are thoroughly cold very little ice is required. Another economy is that no repairs or painting are ever needed. The first cost is all and they last forever. All sizes, 1, 2, 3, 4, 5, and 6 gallons. You can afford to have one or more, as required, in preference to a refrigerator compartment, because of our low selling prices. We charge the least because we buy larger quantities and secure extra discounts. For serving iced beverages we have a large variety of fancy figured white lined stone pitchers.—*Schrage Bros., Wilkes-Barre, Pa.*

Ice melts altogether too rapidly in the hot summer weather. It is most necessary to be careful now when you are selecting your refrigerator. All our refrigerators are perfectly insulated with mineral wool. All our refrigerators are improved, up-to-the-minute makes.—*Re-naud, King & Patterson, Montreal, Can.*

Cursing the cooler won't keep your meat fresh and your milk from souring. The only thing to do is to exchange your old ice box for a modern refrigerator, so arranged as to save the meat, butter and cream, and save the ice at the same time. This is the time to think about it. This is the store for you to come and see about it.—*J. R. Allen, Crookston.*

Alaska refrigerators save the ice, Pennsylvania Lawn Mowers cut the grass and are practically everlasting. Arctic Ice Cream Freezers make good ice cream and do it quickly.—*T. Rosenberg, Houston, Texas.*

Some cold facts for warm weather consideration. Subject: Refrigerators and ice chests. The kind: Gurney.—*W. S. Aaron, Altoona, Pa.*

Do you need a new refrigerator? Don't fail to investigate the "Alaska." The Alaska refrigerator is made from carefully chosen materials. It is most scientific in its construction. There is always a circulation of cold, dry air maintained in an Alaska. It is because of this reason that you can keep salt or matches in an Alaska and they will remain perfectly dry. Alaska refrigerators consume the minimum quantity of ice—and are, therefore, very economical to operate. There is never a "musty" smell about Alaska refrigerators. The air is always sweet and clean—because of the constant circulation above mentioned. Alaska refrigerators represent the best investment you can make—get an Alaska. Notwithstanding the great merit of this refrigerator, the cost is

no more than you would have to pay for inferior makes. Let us show you our line.—*Cass & Smurr Stove Co., Los Angeles, Cal.*

The interest aroused by this series of sales is unprecedented. Encouraged by it, we are continuing the sales and drawing upon the stocks of practically every department in the store. Only seasonable merchandise is involved—this week many lines peculiarly desirable for the vacation period.—*Macy's, New York.*

Truly it may be said that to improve each day and each week in methods and system is our motto, and to this end were these great and helpful Friday sales of ours inaugurated. Their first announcement to the public, ten years ago, had the proper ring, they filled a want, they sustained the principle of intelligent foresightedness and public benefit, and the standard we raised then of supplying the people with their needs, more efficiently, at money saving prices, has never swerved. Nor will it. Just as full of life, vigor and enthusiasm as at the beginning—we fittingly celebrate this Friday the anniversary of these great and helpful events by offering the greatest aggregation of bargains ever known.—*Jonas Long's Sons, Wilkes-Barre, Pa.*

The better the refrigerator the less the ice bill. Refrigerators built in a cheap, inferior manner consume much ice, owing to their poor insulation. These cheaply constructed boxes gather moisture in the seams and cracks, swell up, separate at the joints, and are soon worthless. These cracks are also very unsanitary, they collect dirt and harbor the bacteria that starts fermentation and decomposition of the food. Our tile-lined refrigerators are as near refrigerator perfection as can be made. They are absolutely sanitary and last a lifetime—in fact, two or three lifetimes. Prices, \$24.00 to \$65.00. Our zinc-lined refrigerators are cheap only in price. They have seven walls of non-conducting materials, a dry air circulation which preserves food, and will last a long time if properly cared for.—*The Stambaugh-Thompson Co., Youngstown.*

Health, comfort and economy. It is absolutely essential to your health that you have a refrigerator that can easily be kept clean and fresh. It is only a refrigerator with a perfect circulation of "dry air" that is never damp and ill-smelling. We ask that you investigate the methods used in the "Baldwin-Dry-Air" to accomplish this result. They are giving satisfaction in hundreds of homes.—*J. M. Burrall & Co., Waterbury.*

HARDWARE—REFRIGERATORS



Alaska refrigerators. The only refrigerator built on scientific principles. Requires but little ice and keeps your vegetables fresh and sweet. A perfect fresh air circulation which saves nearly half the ice bill.—*Augustus M. Crook & Son, Trenton, N. J.*

Perhaps you've never given the refrigerator question much thought—you've always regarded most refrigerators the same as all others—and the price alone influences the sale. Bohn Syphon refrigerators are built on a unique principle. The air is forced into the food chamber, passes entirely through it, and is then syphoned out. All odors are thus drawn out of the refrigerator. The refrigerating principle is scientific, has been thoroughly tested, and insures preservation of food and freedom from taint of the different articles stored therein. Bohn Syphon refrigerators are used by all the largest trunk line railroads in America—a proof of their great superiority. We're exclusive agents, and will gladly explain their features.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

It has come to be a necessity to have ice, and being a necessity it is advisable to know the best way to keep it. Belding refrigerators keep ice for these reasons: Hard wood throughout, mineral wool insulation, enamel and glass lined, dry air circulation.—*Roberts Hardware Co., Utica, N. Y.*

The Brown store refrigerator will speak for itself in the ice it saves before you have had it very long. Besides this, the convenient shelves and compartments give you an opportunity to keep everything in apple-pie order. Especially made for easy cleaning, perfect circulation of pure, dry air, will keep everything fresh and sweet in the hottest weather.—*A. Brown & Son Co., Schenectady, N. Y.*

Refrigerators. Our refrigerators will keep anything you put in them, whether it be ice or food. They are very easily cleaned and are sanitary in every particular. It does not pay to buy a cheaply made refrigerator. In the first place it consumes more ice, and besides it is apt to corrode and poison the food. A good one costs but a trifle more. Inspect ours.—*Kingsley, Utica, N. Y.*

If your refrigerator leaks, does not keep ice well or gives forth a musty odor, it is because you did not get your money's worth the last time you bought a refrigerator. Care in construction, heed to scientific principles in regard to air current and drainage make the Bald-

win refrigerators excel others. Many of them we sell to friends of former customers. See the point?—*Phelps, Lewis & Bennett Co., Wilkes Barre, Pa.*

This splendid line has been famous for many years and at the recent World's Fair fully justified its right to fame. In open competition with all other best known makes of refrigerators, the Alaskas used only two-thirds as much ice as their closest competitor. That's the test of refrigerator value. All makes are very much alike in capacity to hold food and ice, but in their capacity of saving ice while preserving food there's a vast difference, as the above test shows. The dearest refrigerator you can buy is the one that uses most ice; and the cheapest is the one that uses least ice. For ice is money. Therefore Alaska refrigerators are the kind to buy.—*J. M. Kellin & Co., Pueblo, Colo.*

A warm weather necessity is a practical refrigerator. True, it's for the kitchen, rather than for the parlor or drawing room, but it adds a whole lot more to real comfort than (say) a piano, and costs less. To get the real sort get a White Mountain, a practical refrigerator in saving ice, and keeping vegetables sound and sweet.—*Chamberlain Furniture Co., New Haven, Conn.*

If there is any one thing about a refrigerator more than any other that will commend it to the good housekeeper it is the fact that it is readily cleanable. In the Baldwin Dry-Air there are no inaccessible corners or pockets. Shelves, flue strips and drip pipe are removable so that the interior may be stripped to the walls in a moment's time. This is, however, but one of the many good things about the Baldwin. Let us show them to you.—*Olds & Whipple, Hartford, Conn.*

"It's so homelike" to go to your refrigerator on a hot day and get a cool drink or a bite to eat when you are sure everything about the box is sanitary and clean. We show this year over seventy different sizes and styles, from a plain box to the Opal, representing the highest development in the science of refrigeration.—*James W. Hellman, Los Angeles, Cal.*

We'll not brag about the merits of the Monitor refrigerator. You'll do that after you buy. All that we wish to state is that if you are seeking for a refrigerator that is economical in the use of ice, easily cleaned, sanitary, and reasonable in price you'll buy the Monitor.—*The Fair Store, Binghamton, N. Y.*

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North Star Refrigerators, the only genuine cork-filled refrigerators made. The granulated cork filling produces a dry, cold atmosphere that preserves the food perfectly. It is the only method that met with the thorough approval and stood the tests at the fairs all over the world, and has received the highest commendation in each instance.—*Abraham & Straus, Brooklyn, N. Y.*

Opal refrigerators are made for those who insist upon cleanliness and purity of their food. Perishable provisions in an Opal Refrigerator are in cold storage where "purity is paramount." Exhaustive tests have proven the superiority of Opal lining, as the best and most sanitary material for this purpose. It positively will not absorb odors or moisture, and will not stain. Opal Refrigerators are an ornament to any home.—They're easily and perfectly cleaned—and always free from injurious odors.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Our splendid line Refrigerators still shows a fine assortment in opolite, tile, enamel and zinc linings. "Alaskas" give a constant circulation of cold, dry air.—*The Cable Co., Chicago, Ill.*

Satisfactory Refrigerators.—In supplying the necessities for the summer home, none deserves more careful consideration than the refrigerator. It is an article that may cause a great amount of annoyance and dissatisfaction, if not selected with careful judgment. Nearly every refrigerator has some good points to recommend it; but there are also the objectionable ones to be taken into consideration. The idea is to get the one that has the most good points and the least objectionable ones. Our policy demands that we offer the best for your purchase, and our selections were made only after a thorough and satisfactory test. The "Wisconsin" is, we believe, the most satisfactory refrigerator made. We have handled it for six years, and have yet to find its superior.—*Woodward & Lothrop, Washington, D. C.*

This handy lift cover "Atlas" refrigerator at \$10 is a better bargain than any other \$14.75 refrigerator at \$10 because it is so constructed that a small cake of ice will last days, and on the hottest day it's as cold as winter. That's because of the charcoal packing, which keeps the hot air out as effectively as it keeps the cold air in. That's why it's an ice saver.—*Simpson-Crawford Co.*

Another Carload of Mackinaws!—This will be welcome news to scores of people who have been waiting the an-

nouncement. Our demonstration of just what the Mackinaw Refrigerator will do for a home has led to an unusually enormous sale. It is simply perfect. We could print a hundred testimonials—letters written us as to the high regard in which it is held by purchasers. But the best testimony is to call and see the Mackinaw in operation—the ice chamber at work—the cost is no higher than for ordinary Refrigerators.—*A. D. Matthews & Sons, Brooklyn, N. Y.*

Alaska refrigerators save the ice. Pennsylvania lawn movers cut the grass and are practically everlasting. Arctic ice cream freezers make good ice cream, do it quickly—sell at a low price.—*Bering Cortes Hardware Co., Houston.*

All of our refrigerators are made of solid oak—a seasoned wood of a secret preparation that is immune from the ordinary dampness that rots the frames of the best makes of refrigerators. Then comes an interlining of charcoal, a non-conductor of heat, that keeps the cold air in and the hot air out. Then a lining of the very best sheet galvanized iron, that will not rust in a thousand years. The air circulation is scientific, the ice is never wasted, and the food is always kept sweet and pure, without being contaminated with the odors of the stronger smelling vegetables.—*Brand & Smith, Trenton, N. J.*

It is the king of refrigerator kinds. You can remove every piece of the interior fixtures as quickly as we describe this. Roomy air chambers, walls packed with mineral wool and charcoal felt. Cases, high-finish and polished. Slightly enough, these refrigerators, to go in the most sumptuously appointed dining-room, if you would. Price, \$13.75.—*S. P. Dunham & Co., Trenton, N. J.*

"Glacier" refrigerators save ice. Walls that are absolute non-conductors and a total exclusion of heat by airtight doors—that is what you get with "The Glacier." Those two things mean that your ice will last nearly twice as long as in the ordinary refrigerator. "Glaciers" are good to look at—built well and handsomely finished—they look well anywhere. We have them with zinc and porcelain linings. Come, see them.—*Tull & Gibbs, Portland, Ore.*

No doubt we stand on common ground when it comes to refrigerators. You want one that will not leak, warp, taint the food nor waste ice. You are willing to pay a fair price for it. We want to sell only the refrigerators that are in accord with these specifications.—*A. McArthur Co., Boston, Mass.*

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Before you buy a refrigerator take a good look at it. Notice if it can be taken all apart to be cleaned, and to let the fresh air get into the corners, and see if it has movable flues and air tight locks; but if that's too much bother, just look for the name; if it reads "Leonard cleanable refrigerator," buy it, it's all right, in fact it's the only one that does have all these good points. A perpetual circulation of dry cold air keeps the food from becoming moist or musty. Mineral wool, filled walls, metal ice racks and genuine bronze metal trimmings. All Leonard refrigerators are finished in golden oak. They are the best without a question. They are scientific, and we give you more real value for the money you pay than can be obtained elsewhere. An inspection of the Leonard will thoroughly convince on this point.—*Callahan & Douglas, Binghamton, N. Y.*

Automatic refrigerators have perfect insulation by the best materials known, such as mineral wool and charcoal paper, combined so as to obtain the full value of the non-conducting properties. They have eight walls to protect the ice and preserve a low temperature. The air space is based on nature's laws. All parts of the refrigerator are insulated. They have more shelf space than any other refrigerator made, and are the most economical to be had.—*Peterson's, Minneapolis, Minn.*

Controlled heat and controlled cold for comfortable and safe summer house-keeping. That's the idea. Sometimes foods will taint to the point of "ripeness" without breeding ptomaines, but any taint or fermentation is conducive to illness. An ice box will keep ice and make some cold air—but a refrigerator is better, because it lets the forces of Nature keep the air on the "go"—and the motion dries it. Foods are crisper if kept in a refrigerator.—*Gimbel Brothers, Philadelphia, Pa.*

A freezer to make two flavors at one time has been long wanted. In families some prefer one flavor, others another; some prefer ice cream, others a water ice or sherbet, so some had to be dissatisfied no matter what was made in the old style freezer. In the American Twin freezer the can is divided in two parts by a vertical partition. The dasher carries two sets of scrapers, one set fitting in one side of can and the other set in opposite side. The can cannot be turned as in old style freezers, because of the partition. It is therefore swung to and fro by a rocking motion

of the crank. This is a more comfortable and much easier movement. It is very much less tiresome than turning a crank. One can sit back in a chair with freezer alongside and rock the crank to and fro without discomfort or undue exertion and even read at same time. Although two flavors are frozen at once and with less exertion, no more time is required than in old style freezers. The pails are of cedar, the best wood known to resist water, with electric welded wire hoops, which are guaranteed not to break or fall off; cans are of heavy tinplate with drawn steel bottoms that are guaranteed not to fall out or break and do not leak, the strongest and most durable freezer can made; the automatic twin scrapers by their positive action insure perfect scraping of frozen particles from side of can. All inside parts are heavily coated with pure block tin, and outside parts all thoroughly galvanized.—*Ludwig Bauman & Co., New York.*

Mackinaw refrigerators and others. The famous Mackinaw! That name means "the best that's made." Hardwood, golden oak finish, heavy zinc lined, all parts removable for cleaning; walls are filled with charcoal; brass locks and hinges. See the food test, constantly on view in the basement—the onion and butter side by side, salt, pie and matches, all dry as buttercrackers. See the wheel being turned by the dry, cold air—if that doesn't convince, nothing will.—*A. D. Matthews Sons, Brooklyn.*

Health, comfort and economy. It is absolutely essential to your health that you have a refrigerator that can easily be kept clean and fresh. It is only a refrigerator with a perfect circulation of dry air that is never damp and ill-smelling, and we recommend that you investigate thoroughly before you purchase your refrigerator this season. We give our guarantee with every refrigerator we sell.—*Greene's, Newark, N. J.*

In lining, insulation drainage and appearance this refrigerator has no superiors, and in the following very important particular it has no equals. Between the food compartments and the ice chamber is a system of syphons (a patented feature) which produces a ventilation and a circulation of cold dry air not even approached in any other make. An inspection will convince you.—*McAllister, Mohler & Co., Columbus, Ohio.*

They refrigerate perfectly, using but little ice, and are dainty and hygienic as a china dish.—*Simmons Hardware Co., St. Louis, Mo.*

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Warmer days are bound to come, and even with snow on the ground in the middle of April, we're going to commence talking about our immense line of refrigerators. Don't shiver, please. We know you are not ready for ice yet, but there's no reason why you shouldn't select a refrigerator now, while our line is complete, and have it delivered when you want it. The world's best makes are here. The White Mountain and the Peerless.—*Household Furnishing Co., New Bedford, Mass.*

We are again as for the past 12 years sole agents for St. Paul for the celebrated Gurney Cold Wave Refrigerator. It has stood the time. If you have not one ask your neighbors about it. Made of the very best material, lift-out ice compartment, heavy packing best mineral wool, walls of zinc, soldered perfectly air- and water-tight. Prices from \$6.95 to \$35.00.—*Wallbloom Furniture & Carpet Co., St. Paul, Minn.*

Quality is what counts, especially in a refrigerator. It's simply a waste of good money to buy a poorly made ice box. A careful investigation will convince any one that our refrigerators are made to save ice as well as look like a good piece of furniture.—*Greene's, Newark, N. J.*

Prices cut on refrigerators and ice boxes. We are overstocked on these articles and so have reduced the prices on them from 10 per cent. to 25 per cent. until we can get our line in shape. This reduction is temporary and will hold good only until we can reduce our stock to proper size. We have told you before of the sanitary and ice keeping qualities of these refrigerators. They are as perfect as refrigerators can be made in this respect. We particularly recommend our spruce-lined boxes to those who want a good refrigerator but do not care to invest much money in it.

With our guarantee of "satisfaction or money refunded," together with the low prices now prevailing we do not see how the economical housekeeper can afford to let this opportunity pass. The goods go on sale Monday.—*C. F. Brower & Co., Lexington, Ky.*

Notice if it can be taken all apart to be cleaned, and to let the fresh air get into the corners, and see if it has movable flues and air-tight locks; but if that's too much bother, just look for the name; if it reads Leonard Cleanable Refrigerator buy it, it's all right—in fact it's the only one that does have all these good points. A perpetual circulation of dry cold air keeps the food from

becoming moist or musty. Mineral wool filled walls, metal ice racks, and genuine bronze metal trimmings. All Leonard Refrigerators are finished in golden oak. They are the best without a question. They are scientific, and we give you more real value for the money you pay, than can be obtained elsewhere. An inspection of the Leonard will thoroughly convince on this point.—*Callahan & Douglas, Binghamton, N. Y.*

The Stone White refrigerators, "The chest with the chill in it." Ever sit on stone steps in the winter? Cold, aren't they? Ever sit on them in the summer? Pretty comfortably cool then, are they not? That is the nature of stone, it contains cold indefinitely. Consequently economy, cold-retaining, indestructible, solidity, beautiful in appearance and cleanliness, durability, service and convenience. The cases of these refrigerators are made of selected hard wood, beautifully finished and mounted with substantial, handsome hardware, nickel plated.—*F. Ozanne, Memphis.*

Profits are not without honor. What say you to a profitable purchase of a "Wisconsin Peerless" refrigerator? A high grade box for economy and durability—a winner. The ice box season is still on and we are quoting prices that will surely result in lively sales.—*C. E. Tyler, Rome, N. Y.*

Important features necessary to a perfect refrigerator—Cleanliness, free circulation, economy in the use of ice, condensation and dry air, low average temperature, freedom from condensation on inner walls, and long life. Our refrigerators can carry one hundred pounds of ice longer and can show a lower degree of temperature in the shortest time.—*Standard House Furnishing Co., Tacoma, Wash.*

For 15 years we have been telling you how good these refrigerators are, and the reasons why, from the standpoint of economy—and the satisfaction they give, that you should buy them. They are the best and most scientifically constructed Refrigerators on the market.—*Callahan & Douglas, Binghamton.*

"Leader" refrigerators are made on the right principle. Well insulated. No heavy packing to settle. No swearing. No odor. Not the kind you have to clean every day to keep sweet. Do not buy before seeing our line. Made in zinc and white metal. We buy in large quantities and land them at less than car rates. We give you the benefit.—*Reed & Wyman, San Diego, Cal.*

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Old, overworked refrigerator has seen its best days. Come to us and get one that will keep things cool, fresh and wholesome.—*C. C. Fuller Co., Hartford.*

The difference between our refrigerators and the other kinds is, they keep things colder with less ice.—*The Stambaugh-Thompson Co., Youngstown, O.*

Whew! but it's cold inside of one of Gross's white enamel refrigerators. The dry air syphon and a dozen other features make this the best of all ice boxes. Drop in and we'll show you how it works.—*Ph. Gross Hdw. Co., Milwaukee, Wis.*

The following letter was received to-day from one of Mr. Deist's customers. The epistle speaks for itself: My Dear Mr. Deist:

I received one of your sixteen dollar ice boxes yesterday and must say it is the finest box I have ever used. I always kept my butter and provisions in the well, but, thank goodness, I will not be obliged to do so any longer. My cat accidentally got into the box the other evening and the next morning it was frozen to death. I think your ice box is lovely. The only thing that I am afraid of is that my husband may get into the box some night, and if he meets the same fate as my cat it will kill me. Please let me know if you have any ice boxes that don't get so cold. I have a friend that wants to buy one, and she is so chilly I want her to get a warmer box. I will send in the balance of the money in a few days.

With best wishes, I am,

Yours truly,

MRS. SLACK.

—*Chas. O. Deist, Ottawa, Ill.*

A good refrigerator is one that consumes little ice, is nicely finished and scientifically constructed—that's the kind we sell.—*York Furniture Co., York.*

A cheap refrigerator will consume ice enough in a little while to cost you over and over again the first price of a good one. A good refrigerator is an economy. We can save you money in both ways.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Year after year the White Mountain refrigerator, "the chest with the chill in it," increases in popularity, because succeeding years prove that the merits we have claimed for it are founded on fact. We have said it was thoroughly cleanable, it was sanitary, that the system of refrigeration was effective because it was scientific, that it was an ice-saver,

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that it was substantially built. Thousands of users right here in town are using the White Mountain and thankful for it.—*Mellen & Hewes, Hartford.*

We show the Mackinaw filled with onions, milk, butter, pie, bread, etc., and a ten cent piece of ice. The onion, the most contaminating influence known (you cannot peel one without crying), does not make any impression upon the milk or other food, because the cold dry air circulation in the Mackinaw carries all odors out of the food chamber. Come in and test it. We expose the entire construction to view.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Cold as ice! Clean as snow! Ice land refrigerators.—*Marion Furniture Co., Marion, Ind.*

"Signs of the time." Refrigerators are occupying the center of the stage. The weather man seems to be with us this year on the refrigerators.—*Marion Furniture Co., Marion, Ind.*

Compact, sanitary and easy ice savers.—*The T. Eaton Co., Toronto, Can.*

Timely furniture. Suddenly the day may dawn (may be a succession of days) when you simply can't get on without a good refrigerator. Let's put one in now, and save you regrets.—*The Chamberlain Furniture & Mantle Co., New Haven, Conn.*

Held up. Pickering's. Last year we sold 1,500 refrigerators and more than half of them were disposed of before June 15. This year—well, say, have you noticed any particular good refrigerator weather hereabouts so far this season? That is, a day hot enough to make anybody want to buy one. The story is this—we bought 2,000 refrigerators and ice boxes for this season, and they're piled in our warehouse. They are summer goods and must be sold quick—prices cut to almost cost.—*Pickering, Pittsburg, Pa.*

The best means of obtaining perfect food preservation is through dry cold air circulation inside the provision compartments. The most effective, nearest perfect insulation to compel dry air is a filling of granulated cork. The North Star is the only box so equipped. The ice used cools the air and the cork filling keeps it dry.—*Abraham & Straus, Brooklyn, N. Y.*

Ask the ice man about the number of Lapland Refrigerators along his route. Lot of 'em and all giving satisfaction. Worth the money.—*J. C. McManus & Sons, Hartford, Conn.*

The syphon principle of ventilation, found exclusively in this refrigerator, makes it absolutely and without question the best refrigerator ever manufactured. In all respects it is the ideal refrigerator, but the striking and distinguishing feature is the system of syphons leading from the food compartments into the ice chamber. These syphons draw the moisture and odors into the ice chamber, where they are condensed and passed off through the drain, leaving the food compartments perfectly dry and odorless. The Bohn Syphon is economical, preserves food best and longest, is easily cleaned with moist cloth, has thick walls of double insulation, has been adopted by all great railroads. Sizes and prices to suit all. Try one, and if you don't say it's the best refrigerator you ever saw, your money is ready for you.—*McAllister, Mohler & Co., Columbus, O.*

Coldest, cleanest and most convenient. More cold with less ice is what we claim.—*Shawmut Furniture Co., Boston, Mass.*

A good way to keep cool during the summer is to invest a small amount in a Leonard Cleanable Refrigerator. They are the coldest proposition you ever saw.—*Hauffmann, Myers & Co., Galveston.*

Have you an onion handy? Cut it up and put it in your refrigerator with the milk, butter and other food—if it's a Mackinaw. Don't do it—if it isn't a Mackinaw. Come and see the butter and onion test here to-morrow.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Greenland refrigerators. In this style "Greenland" the ice is put in from above. Provision chamber below is white enamel lined, with two adjustable white enamel shelves. Like all other "Greenland" refrigerators, this box is amply insulated to economize in ice consumption. The ventilating system insures dry, cold air circulation and sanitary conditions at all times. Trap and drain quickly removed for cleaning. Thoroughly well made of seasoned lumber, with good trimmings and fittings. This box will give long and satisfactory service. Buy it here to-morrow and have our guarantee as your protection.—*Canfield Hardware Co., Los Angeles.*

The Alaska refrigerator and its remarkable ability to produce dry, cold air, now being demonstrated in our show window. Scientific refrigeration has at last been solved in the Alaska refrigerator, where the circulation falls into the ice chamber directly upon the ice, then passes entirely around the ice and falls into the provision chamber in

the form of pure, cold, dry air, thus preserving such enemies as onions and butter on the same shelf.—*Kaufman's, Trenton, N. J.*

Every home should have one. They are the most economical, the most sanitary and the best refrigerators on the market. The handsome appearance, the ease with which they can be cleaned (every part is removable), the removable ice compartments, construction of the walls, the free circulation of the dry air make them the best. This summer you'll need a good refrigerator, one that saves ice, is easily cleaned and adds to the appearance of your kitchen. The Gurney will give you perfect satisfaction.—*McGowan Bros., Spokane, Wash.*

Herrick refrigerators. Construction.—The best throughout. Made of good kiln dried oak. All nicely paneled. No pressed panels or cheap ornaments. From one-third to one-half more storage space than the usual refrigerator of same outside dimensions. Sufficient ice capacity for best results and no unnecessary wastage. Every square inch of storage space is easily accessible. Overlapping doors practically airtight. Interior nicely finished. Exterior filled, rubbed and varnished with a fine grade of coach varnish. Fine finish. Insulation.—All walls and doors of our refrigerators heavily packed with mineral wool (one of the best insulators), and also heavy sheets of insulating paper. Highly efficient in economy of ice. Our insulation is double that generally used and is very superior.—*Globe, Pratt & Robbins, Spokane, Wash.*

When you get your ice bill it is not our fault if it brings that dark brown look, because had you bought an Automatic Refrigerator you would only smile. The economy of the Automatic is a wonder to all.—*Scott-Strevell Hardware Co., Salt Lake City, Utah.*

The Bohn Syphon refrigerator is much dryer and 10 degrees colder than any other. The thermometer and wet tea towel tell the story. The syphons pass the air through the ice chamber oftener and don't let it stay with the ice long enough to absorb moisture. That's why the Bohn is colder and dryer than any other. That's why milk will keep longer in a Bohn. But you must see the Bohn to appreciate its beauty. Finest cabinet construction and finish, opalite or enamel-lined. Will you not let us show you this refrigerator—this "life preserver" to-day? We are exclusive agents for Kansas City.—*Bunting-Stone Hardware Co., Kansas City, Mo.*

**HARDWARE—REFRIGERATORS**



Make your home as comfortable as you can—that's a good hot-weather rule. In the kitchen a good refrigerator to preserve the food and a gas range or hot-plate that burns only while cooking. Have light, cool rockers throughout the house and on the porch, and bright, clean straw matting on the floors. The cost is much smaller than you probably think, and the easy way of paying here helps all to have these conveniences—real necessities.—*W. H. Keech Co., Pittsburgh, Pa.*

Ice chests and refrigerators. A certain scientific construction in the kind we have that furnish a uniform, cold, dry-air circulation, preserving the food and saving the ice. There are many points of merit we would like to point out if you'll just ask us to show you.—*Gately & Hurley Co., Camden, N. J.*

Ice chests and refrigerators. Special attention is called to our line of refrigerators and ice chests, because we feel that it is due everybody to get every penny's worth of value out of their investment along this line. Most of them look alike outside, but they don't do the work. A certain scientific construction in the kind we have that furnish a uniform, cold, dry-air circulation, preserving the food and saving the ice. There are many points of merit we would like to point out, if you will ask us to show you.—*Hurley-Tobin Co., Trenton, N. J.*

A long-felt desire satisfied. For this year's trade we have succeeded in buying direct from independent factories a carload of refrigerators and a carload of Dain mowers and Dain rakes and stackers, also lawn mowers. This means a straight saving to the consumer of 15 to

25 per cent., because we are not tied hands and feet by the trusts. The goods will all be on our floor in time for the season, and it will pay to see them before buying.—*Geo. M. Cooley Co., San Bernardino, Cal.*

Preserve your health by preserving your food. Our white enamel lined boxes are mineral wool filled, and have removable, cleanable ice chambers.—*Wm. H. Monk, Jr., Mobile, Ala.*

The real merit in modern refrigerators and ice chests lies as much in saving the ice as in preserving the food. All our big stock, at any price you pay, have every latest device for covering both important points of saving—in fact, a saving in price besides.—*Gately & Hurley Co., Camden, N. J.*

Cold dry air, sanitary refrigerators for the home, store or hotel. Every part of the "Wisconsin Peerless" is perfectly sanitary, from the ice rack to the system for carrying off the ice water. The filling is of our own mineral wool, which practical test shows to be better than any other material on the market. We have these refrigerators in all sizes and styles, including white enamel lined and galvanized steel lined. Don't fail to see them and get our prices.—*Popp & Wolf, Saginaw, Mich.*

The time is soon here when you will be looking for a refrigerator and when purchasing one why not get the best one that will give entire satisfaction. A refrigerator in which food may be kept without spoiling and without one tainting the other. We have the agency for the cold storage refrigerators and we stand ready to prove to anyone that their equal is not to be had for the price we ask for them.—*P. H. Thompson, Lebanon, Pa.*

## HARDWARE—REFRIGERATORS

## HARDWARE—SCREENS

The pesky fly is with us once again and once he gets inside he'll stay. Meet him with a good door or window screen, keep him out. Window screens of Vermont birch and maple, oil finished, natural color of wood, covered with best quality green wire cloth, all sizes, 15c. to 45c. Screen doors of selected kiln dried pine, covered with the best standard painted wire cloth, complete with spring hinges, screws, knobs, hooks and eyes, all sizes, 75c. to \$1.75.—*S. P. Dunham & Co., Trenton, N. J.*

Fly time is coming! It's our duty to prepare you for coming events. We don't want you to be uncomfortable when fly time comes—and we've noticed several flies already this spring—they'll be here in droves in a few weeks! Be prepared before they arrive—have the screen doors and windows in place before the pests swarm through your home! We have our assortment of window screens and screen doors now ready for your inspection. Have a wide variety of sizes—sure to meet your requirements.—*Babcock, Hinds & Underwood, Binghamton.*

We have about twenty screen doors more or less damaged—mostly less—in handling; some scratched; some wire bulged a little, but the principal damage is to the price.—*Simmons Hardware Co., St. Louis, Mo.*

Are Your Screens Up?—It's high time the screens were up if you would keep the house free from flies and other insect pests. If you are to have new ones, come to the house-furnishing store. We can screen your doors and windows economically.—*Sibley, Lindsay & Cur, Co., Rochester, N. Y.*

Screens on the piazza have a two-fold use—they keep off sun or wind, and give an often welcome privacy. Lots of time yet in which to enjoy your piazza—and here's a chance to get screens at a saving.—*Wanamaker's, New York.*

Screen Out the Flies by putting in screens that really protect you from flies and all other summer pests. That is the only sort of screens we sell—made to fit your windows and doors snugly, do not warp, crack nor wear at the edges of the wire netting, nor leave cracks for insects to crawl through—that's the sort you want and the only kind that is worth buying. Solid com-

fort will be yours inside our screens and they are worth twice what the fall-to-pieces kind cost.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Our assurance of quality stands behind every purchase made here. We do not misrepresent things. We do not sell second qualities for first qualities. Every purchase made here must be satisfactory; we'll gladly correct any that are not. We call special attention to our screen doors, screen wire, window frames, etc. The doors are strong, well made, have mortised joints and are neatly finished. All sizes.—*Dollarhide & Harris, Denison, Tex.*

An up-to-date way of keeping out the flies. The Ideal window screen offers a most up-to-date way of keeping insects and flies out of your house. Works on rollers from the top and bottom of the frame, with the sash. Handy when you want it. All woodwork made to harmonize with the finish of the room. We will measure your window and erect your screen. Price \$3.00 per window. A postal will bring our representative to your door.—*Ideal Window Screen Co., Brooklyn, N. Y.*

And those screens not up yet? Perhaps you need new screen doors and windows and the fact that the flies are only now putting in their appearance has caused you to delay in the matter of selection. It will be to your interest to come to this store and see the line of screen doors and windows which are being shown. The price is so much lower than what you would have to pay for those made by the carpenters that you can't afford to parley. We want to show you these screens to-day.—*Keating's, Ottumwa, Ia.*

Wheeler adjustable window screens. Wheeler screens are so simple in adjustment that a woman or child can easily put them in place or remove—from the inside of the room. No ladder or tools are required. And when in place, they give the same good service as the best of made to measure screens. The materials of which they are constructed being of high quality, long life and durability are assured. Just come in and see them, and let us show you how little it will cost to fit your whole home.—*Barrett Hardware Co., Joliet, Ill.*

## HARDWARE—SCREENS

A cool veranda on a hot day is indeed a luxury, and the person who can retire to one, and there enjoy a book or do some fascinating fancy work is fortunate. You'll find that any veranda can be made comfortable if the boiling rays of the sun can be excluded. A split bamboo screen will do it and at the same time admit any stirring breeze. These screens come in long rolls; you can see them in our window.—*H. M. Bullard, Co., New Haven, Conn.*

Window and door screens. It is only a short time until the flies will be here again. The sooner you get ready for them the fewer you will have. We have just received our spring shipment of window and door screens. They are ready for your inspection. The prices are low enough to please anybody. We also have a fine display of lawn mowers at our store. See them and get prices.—*Hardware Store, Zanesville, Ohio.*

Here's one kind of window screen that keeps out the flies that are out, lets out those that are in. They are the "Fly Exit" screens. Then we have for sale a large variety of other window screens and screen doors, that are well made, efficient and fairly priced. And this is the time to be thinking of these helps to a comfortable Summer.—*Wanamaker, New York.*

Almost every day sees a group of new arrivals among the dainty Summer dresses—Loeser's has never been more supremely helpful along this line than this season.—*Frederick Loeser & Co., Brooklyn, N. Y.*

This season we have used every possible means to buy the best and latest and in large lots in order to have a large variety of the different garments to show, and to be able to offer them at a very low price. Every article has that perfection to it that has built up our trade in the ladies' and misses' department to such an extent that our store has got to be classed as a store of fashion.—*Gately & Donovan Co., Bay City, Mich.*

If you need a suit or coat for every day wear, or if you are planning to be a conspicuous figure in the great style show at Washington Park on Derby Day, you cannot afford to miss this great June clearing sale, for we have made the most pronounced and radical price reductions in all grades of women's clothing.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Be Comfortable—Use Porch Screens. —Nothing makes a house look finer in Summer than handsome porch screens—try Vudor, if you want the best—or

HARDWARE—SCREENS

bamboo, if the old style is good enough for you. Either costs little enough when you think of the comfort and general effect. They break the rays of the sun and yet let in all the breeze. A sensible man has them all around his porch.—*Abraham & Straus, Brooklyn.*

Things that Promote Comfort.—Summer household goods such as screens, refrigerators, ice cream freezers, gas stoves, water filters, etc., etc. If you wish to promote your comfort in warm weather you must have such things—they are necessities. "The Big Store" supplies them as none other can. And the necessary tools for the garden, too—whether the demand is just for a few implements or a complete outfit of the finest sort.—*Kaufman's, Pittsburg, Pa.*

The mosquitoes' cheerful chirp becomes a lullaby when the moon shines high, when your bed is curtained round with our Mosquito Canopy. This canopy is a bed attachment with coil spring at front of posts, is adapted for any and all kinds of wood, iron, brass and folding beds. The entire canopy consists of only one frame, made up of only four pieces of wire, with well made and neatly fitting net.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Don't delay another day before placing your order for screen doors and windows. The flies are coming and will soon take possession of your home unless you have the doors and windows protected. We have a tremendous line of screens and can fit any size door or window.—*C. W. Hawkes, Binghamton.*

An effective screen, allowing free circulation of air, easy of operation. Great durability, made from linden wood, fibres securely woven with the best of scrim twine, fitted with metal pulleys, and a heavy maitrie cord for raising. Made in a variety of colors and are weather proof. Screens a porch from the outside, without interfering with the view of those within.—*A. J. Collins & Co., South Norwich, Conn.*

Carefully made walnut stained frame and fitted with firm close mesh wire cloth. Adjustable screens, with frame made to telescope so that almost any window can be fitted. It is not necessary to have screens made to order in every case.—*Abraham & Straus, Brooklyn, N. Y.*

There isn't a mosquito or a fly small enough to crawl through the tiny mesh of these extension screens and they last twice as long as the ordinary kind because they're more strongly made.—*Simpson-Crawford Co., New York.*

## HARDWARE—STOVES

A match for kindling! That's all the kindling required for the gas range. Don't have to carry in coal, carry out ashes, and the kitchen is not a roasting box in which to cook the meals. Gas is the ideal fuel for cooking. Delivered right into your range and under the vessels in which food is cooking. It solves the servant problem by cutting out about half the work. Ranges installed for \$12.50 and \$13.50. Gas \$1.50 a thousand for fuel and lights.—*Pensacola Gas Company, 24 and 27 E. Garden Street. Phone 148.*

If comfort is to be considered there will be no long discussion on the question of installing a gas range. Not only does it prevent the "roasting" heat of a kitchen with a coal or wood range, but food cooked on a gas range has been proven to shrink less than when cooked otherwise. Then, too, when carefully used, gas is somewhat cheaper than wood or coal. Ranges installed on our mains for \$8.00, \$12.50, \$13.50 and \$24.00. Phone for our representative to call and talk the matter over with you.—*Pensacola Gas Company, 24 and 27 E. Garden Street. Phone 148.*

Cooking with gas is better, is cheaper, if economically used, and is certainly cleaner than any other method. All the dust, soot, ashes and labor are taken away from the coal at the gas plant and a clean fuel of intense heat delivered to you through pipes into your range. Range installed on gas main for \$8.00, \$13.50, \$14.00 and \$24. Gas, \$1.50 a thousand.—*Pensacola Gas Company, 24 and 27 E. Garden Street. Phone 148.*

Clean homes and clean hands are but the natural result of cooking with gas. Those who cook with gas are also free from the fret, worry and disappointment incident to a poor fire when a quick meal is wanted. Gas ranges installed ready for use along our mains for \$8.00, to \$24.00. Gas, \$1.50 a thousand.—*Pensacola Gas Company, 24 and 27 E. Garden Street. Phone 148.*

If the man who smokes three five cent cigars per day and allows his wife to cook the meals on a coal or wood range will stop in our office and see the wonderful possibilities of the gas range and how easy it is to "make the fire" and do the cooking, we believe he will either quit smoking or buy his wife a gas

range. Yet, so far as increased expense goes he need not quit smoking, for, when properly used, it is cheaper than wood or coal. Ranges \$8.00 to \$24.00.—*Pensacola Gas Company, 24 and 27 E. Garden Street. Phone 148.*

Favorite gas ranges are made with scrupulous care, of selected material, by the best class of mechanics, in the most complete plant of its kind in the world. They are durable and operate properly, and are made in a large variety of styles and sizes, and this is why we sell them as our leading line of gas ranges. There are many cheap, poorly made ranges on the market, but the difference in the price between a good gas range and a cheap one the same size and style is not over two or three dollars, which it does not pay to save in buying a range, as a cheap, poorly made range is not desirable at any price, and many of them will not operate satisfactorily. For sale only by *J. J. Fitzgerald, Lexington, Ky.*

New method gas ranges for natural gas. Will reduce your gas bills 25 per cent. Will not rust or burn out; will bake the same on all parts of the oven bottom; will broil or toast evenly without burning; will not have any explosions.—*McElhone & Moloney, Lexington.*

"Pressure all the time." The difference in gas. There is a great difference. The thing that counts most with the consumer is the quality. Hundreds are ready to attest the superiority of home gas. You never know the pleasure of cooking with gas till you have once used good, pure, well-made gas. Home gas is purified thoroughly—by an expensive process—before it enters our mains. It reaches your house in a condition to give a maximum of heat for the quantity used. There is economy in using home gas, for it gives better results.—*Home Gas and Lighting Co., San Bernardino.*

The ranges we sell are built to give adequate heat from the gas consumed—and are not wasteful. You can be wasteful or extravagant in their use, but sensible people won't be. Advantage over coal, coke or wood: Better confined heat (less heating of the room and house) immediate readiness of the fire—no hours of "coming up." And immediate ending of the expense and heat when the cooking is done.—*Gimbel Brothers, Philadelphia, Pa.*

HARDWARE—STOVES

The only perfect toaster for use on gas, gasoline or oil stoves. Toasts four slices of bread in two minutes from the time toaster is put on the stove. The toast absorbs none of the taste or flavor from the flame. Browns evenly from edge to edge. The slices are soft and palatable and possess that rich, nut-like flavor not obtainable by any other toaster. No matter what kind of stove you have, you can use the Vulcan Toaster. Every one guaranteed. Money back if not satisfactory.—*O'Neill's Hardware Store, Fargo, N. D.*

The day of the coal stove and its companions, the ash sifter and ash barrel, has passed. Up-to-date housekeepers now use the gas range and the gas water heater exclusively. No wood to chop, no coal to carry, no ashes to take up, to carry out, to sift, leaving a trail of dirt and dust from the stove across the kitchen all the way to the ash pit; everything in the kitchen covered, your dress covered, your hair full of it. No fire to coax and coddle. Gas is a guarantee of the right kind of a fire instantly for any purpose whatever.—*Montgomery Light and Water Power Co., Montgomery, Ala.*

The proper use of a gas range is being demonstrated in the basement store. We are not teaching cooking, or anything of that sort, but simply showing how the best results can be obtained from gas. And we want to show you the good points of the Wolff Cookers and Ranges. The neatness, rapidity, and effectiveness will be so apparent as to quickly impress both the good housewife and the student of economy. If you are accustomed to gas range cooking you will be pleased with the very exceptional good features of the Wolff Ranges.—*Abraham & Straus, Brooklyn.*

Another Carload for Tacoma. Facts speak again. Friday a hurry-order was dispatched for another big carload of gas ranges. Shows which way the wind is blowing, doesn't it? Tacoma's turning her head, she's getting away from the old style furnace and welcoming the no work, no heat, we-shovel-the-coal gas range. Cooking by gas will take a whole lot of the heat and misery out of July and August, you'll find it almost a blessing the year round. You can cook anything from an egg to a turkey on a gas range, you can make it work fast or slow, like an engineer with his throttle you turn the lever and this simple little kitchen machine does the most of the rest.—*Gas Co., by the Totem pole, Tacoma, Wash.*

## HARDWARE—STOVES

Gas cooking stoves—"Cort's" highest grade, \$9 stoves reduced to \$6.67. Just 100 of them, the kind that have ovens as large as any range. Handsome nickeling and neat modeling make this stove particularly attractive as well as efficient; but the two great features of the Cort stoves are the effective cooking and gas economy. There are separate broiling and baking burners, three boiling burners on the top, one extra large and quick acting. Every part is removable for cleaning, and this price is exceedingly unusual.—*Abraham & Straus, Brooklyn, N. Y.*

You will be surprised and pleased to see how easily and economically it can be operated. You can have a cool kitchen until you need a hot fire. You can have a hot fire immediately and a cool kitchen again in a few minutes after turning off the gas. You can have a quick fire, a slow fire and a moderate fire.—*Galveston Gas Company, Galveston, Texas.*

Don't fire a cannon to kill a fly. And yet that is just what firing up a coal range amounts to in summer. Argue it from any point you please; "tear language to tatters" in the argument, and when you compare cooking with a range with cooking with a gas stove it amounts to this: The gas stove—a match—a twist of the thumb, in 30 seconds you have the fire, as much or little as you want. When you have had enough heat shut it off instantly. Expense about half. The coal range—rake out the grate, skin your knuckles, get mad, ashes flying about, dirt; put in paper, wood, coal, light it; maybe it will, maybe it won't catch on, smoke, too much or not enough heat; heat the rooms up and wait until the fire dies. Expense double.—*A. D. Matthews, Brooklyn, N. Y.*

Blue Flame Oil Stoves.—Cooking at its best is disagreeably hot during the summer months, but you can reduce the discomfort to a minimum by using a "Brooklyn" Blue-Flame wickless oil stove. It has no wick, gives a powerful blue gas flame, and is simple and safe in operation. Its strongest bid for your favor is the slight expense it entails while giving you all the comfort and convenience of a gas range.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

The woman who has a gas range. She is the woman who has the best of it in cooking, for she cooks quickly, cooks coolly, cooks cleanly, cooks easily. A gas range is cheap to buy, it is cheap in fuel and it is cheap in its great saving of work and worry.—*Consumers' Gas Co., Reading, Pa.*

It isn't woman's work, this digging into the recesses of a dirty coal or wood stove, carrying in coal or wood and carrying back again as much ashes—in fact, it isn't anybody's work. No one who is within piping distance of gas has any excuse for having a coal or wood stove in action during this hot weather. The gas stove is clean and safe. They are useful as well as ornamental.—*Denison Light Co., Denison, Tex.*

Keeping Cool.—If one had nothing to do but avoid the discomforts of the heated season, summer would be one long delight. But women must work in kitchens if we are to have anything to eat, and a kitchen isn't at all cool or comfortable unless the cooking is done on a gas range. That's the key to kitchen comfort—the gas range. Gas is the fuel for cooking. Coal and wood make dirt and drudgery, oil is dangerous, but gas is the perfect fuel. It saves the housewife hundreds of steps and a world of hard work. Get a gas range.—*Saginaw City Gas Co., Saginaw, Mich.*

The new insurance gasoline stove is as safe as a common cook stove. Accident is impossible. Valves may be left open, no gasoline can escape, no danger if operated by children or inexperienced persons.—*F. Mayer & Bro. Co., Peoria.*

For a quick breakfast in the morning when you're in a hurry, the Sterling Puritan blue-flame oil stove will be found invaluable. Turn on the valve and you have a hot fire immediately—no delay—no kindling to split—no waiting for the fire to get started. The Blue Flame does not heat up the house—it cooks the food without cooking the cook. The ideal summer cook stove.—*Barber & Ross, Washington, D. C.*

Be good to your wife. Remember she puts in much of her life cooking your meals. Make it as easy as possible, you owe her this. Buy her a Quick Meal Gasoline Stove. Your meals will taste better, she will keep cool, have a better temper and live longer.—*The Blymyer Bros. Co., Mansfield, Ohio.*

When you are in a hurry there is nothing like a good gas stove. A slow-going stove is exasperating. The gas stove gives you a full measure of cooking heat in an instant. A twist of the wrist turns off the gas, heat, expense and all.—*Geo. L. Oill, St. Thomas, Ont.*

Little Helper.—Early breakfasts are easily prepared—also afternoon teas—without a fire—if you have a Gas Griller, a kettle of water can be boiled on the top and underneath a chop or steak grilled, a little bacon frizzled or toast

made—handy things to buy and use are gas grillers at our price.—*Alfred Edmondson, Morecambe, Eng.*

No more danger in using a Barler oil heater than a coal stove. At the cost of one cent an hour it will heat a 20-foot room, and for emergencies it is invaluable. For bedrooms, bathrooms, anywhere, you may have comfort in five minutes after the Barler is lighted.—*P. J. Kelly & Co., New Haven, Conn.*

Cooking is a pleasure when you cook with a gas stove. We have a few left, and now is the time to put one in while the weather is hot, and avoid the heat and dirt of a coal and wood stove this summer. Call at our office and let us show you our line of gas stoves, or phone us, and we will call around and tell you about them.—*Denison Light and Power Co., Denison, Tex.*

Your cook will smile. A gas range like the "Chicago Jewel" takes all the drudgery out of kitchen work, making cooking a pleasure. Have you seen the new design? It is made throughout of steel, and is entirely "free from frills." Just a plain, substantial stove, "built for business." The chances are it's exactly what you're looking for. See it in operation at our showrooms.—*McDonald & Wilson, Toronto, Ont.*

Why overheat your house these hot summer days by cooking with a sweltering coal stove? Use the "Monarch" gasoline range. It supplies sufficient heat for cooking, but no waste warmth to raise the temperature. It is safe, easy to operate and durable.—*Crane & Lockwood, Binghamton, N. Y.*

Gas ranges are being sold and connected in great numbers, but we are equal to the demand, and are able to supply all comers with a first-class gas range, which we install ready for use, free cost to you upon payment of \$13.00 cash or on installment plan of \$2.00 down and \$1.00 per month for twelve months. The only way to have a clean, up-to-date kitchen is to do your cooking, baking, etc., on a gas range, which occasions no dirt or hauling of fuel or ashes. The kitchen work is done so quickly and so economically that those who have gas ranges would not part with them and go back to the methods of olden times. The hot weather has only about commenced, as you are aware the months of July, August and September are the hottest in the year, so put off ordering a gas range no longer, but call at our sales rooms and make a selection and have a comfortable summer.—*Utica Gas and Electric Co., Utica, N. Y.*

## HARDWARE—STOVES



Keep cool. Breakfast in fifteen minutes if there's a gas range in your kitchen—just strike a match and the fire is ready to use—without waiting or “coaxing”—and no coal to lug—no ashes to sift. A gas range assures a clean, cool kitchen—an economical, readily regulated fire and a wonderful saving of labor, fuel and time. Only a match needed. A gas range is a time saver.—*New Bedford Gas Co., New Bedford, Mass.*

More economical than gas. The Insurance gasoline stoves, as the name implies, are an absolute protection against any danger by accident, as the gasoline is at once shut off, should the burner be blown out or carelessly left open. No smoke or smell, and burns the least gasoline of any stove made.—*O'Neil's, Fargo, N. D.*

Did it ever occur to you how nice and pleasant it is to cook on a gas range? No wood or coal to bring in; no ashes to take out; no fires to build; absolutely no danger, and it does not cost any more to operate. We have just received a carload of gas stoves, all sizes and styles, and now is the time for you to put in your order and avoid the rush. Call at our office and see them, or 'phone us, and we will send our solicitor to see you.—*Denison Light and Power Co., Denison, Texas.*

The proper use of a gas range is being demonstrated in the basement store. We are not teaching cooking, or anything of that sort, but simply showing how the best results can be obtained from gas. And we want to show you the good points of the Wolff Cookers and ranges. The neatness, rapidity, and effectiveness will be so apparent as to quickly impress both the good housewife and the student of economy. If you are accustomed to gas range cooking you will be pleased with the very exceptional good features of the Wolff Ranges.—*Abraham & Straus, Brooklyn.*

Supper ready in 20 minutes with a gas range. No dirt, dust or smoke. No coal to carry in. No dirt and ashes to carry out. When you purchase a Reliable gas range you are getting the best in the market—that is why we handle them. Then, again, we make no charge for connections.—*Tacoma Gas Light Co., Tacoma, Wash.*

Time for out of doors. The housewife appreciates the pleasure of having more time for out of doors, especially at this season of the year. There's a way of saving time from household duties, yet having them completed in comfort.

HARDWARE—STOVES

That's the *gas range way*. By using a gas range for cooking you avoid the dust and muss of handling kindling, ashes and fuel, and there's much time saved in having the gas range always ready. Fuel is delivered right to the gas range, where it's ready day and night by just lighting a match and turning a valve. Such a convenience, if a friend comes to lunch or hot water is needed at night. Get your gas range now and make your efforts count. Doesn't it mean much to you to be able to attend to social duties and have time for out of doors? It's easily accomplished if you have a gas range.—*Gas Co., St. Paul, Minn.*

Saves walls and floors. Are you building? If so, how the piping in your house is planned means much to you. How have you provided for properly placing the gas piping for cooking and heating? The kitchen plan should show a gas range and a gas water heater, and provide places for them. Should be located most conveniently with reference to the table and sink. The Library plan—provide a gas grate for chilly evenings. Useful in spring and fall when not cold enough for furnace fires. Putting in piping for gas now avoids tearing up walls and floors and saves rebuilding after the house is finished. Any building worth putting up right is worth piping for gas. Estimates furnished by any plumber or gas fitter.—*St. Paul Gas Light Company, St. Paul, Minn.*

Cabinet Glenwood combination *coal and gas range*. Snug, plain and handsome. The most complete cooking range made. No fussy ornamentation or filigree, just the natural black iron finish. Every part at hand from in front. Every essential refined and improved upon. Kitchen doors do not interfere in setting this range, for either end, as well as the back, may be placed equally against the wall.—*C. T. Harris & Son, Plymouth, Mass.*

No more chilly breakfasts when an oil or *gas heater* is used. In a very few minutes they will warm an ordinary sized room, making it thoroughly comfortable and cheerful. Made in several patterns and sizes, of the best materials, and so simple in construction that a child can use them.—*James W. Hellman, Los Angeles, Cal.*

Cook with gas and save money, time and patience. No worries of any kind with a gas range, for there's no wood to bring in, no ashes to dump or no kindling to chop. A gas range is nice to have and easy to pay for.—*Fresno Gas Company, Fresno, Cal.*

Hundreds are gas consumers who would be burning coal to-day if the modern gas range had not simplified matters. Now they have clean homes and clean hands; and their lives are free from fretting and the disappointment incidental to a poor fire when dinner is wanted quickly. With these advantages there is one more—good, clean and reliable gas. The Home Gas Company's gas is admitted to be perfect and always the same “pressure all the time.”—*Home Gas and Lighting Company, San Bernardino, Cal.*

Gas does the work. It simplifies and shortens the kitchen work—you don't have to bother about preparing any fire when you have gas for fuel or ashes and dirt to clean up when you're through with it. Light it or turn it out is all there is to it.—*Sacramento Electric, Gas and Ry. Co., Sacramento, Cal.*

Gas! Gas! Gas! That is the word that spells success, comfort and economy, when used for cooking and lighting. Two dollars per month soon pays for a gas range and gas-lighting appliances, and no up-to-date home can afford to be without either. Save health and eyesight by placing your order right away.—*Gas Company, Ottumwa, Ia.*

The cleanest, handiest, cheapest fuel. Don't be a slave to your old kitchen stove when you can be a master of a gas range. Cooking with gas is the modern way of living—it saves money, time, worry and work. Get a gas range. Come in and let's talk it over.—*Fresno Gas Company, Fresno, Cal.*

Absolute Christmas bargains. Walk this city over from end to end and you can't find a more practical, sensible and comfort-giving present than one of these. The stand lamps mean a comfort to a family of eyes; *heaters* mean comfort to another houseful of people, because they can be carried to every room in the house.—*Gas Co., Tacoma, Wash.*

The staff of life. Many women have stopped baking their own bread because of the difficulties of baking fine, rich, brown loaves. With a Fortune elevated oven gas range home-made bread is easily possible. The housewife has absolute control of the blue flame, and there is no more danger of a soggy, underdone loaf than one burnt to a crisp. The Fortune's oven makes baking a pleasure. The Fortune has been imitated, but never equaled.—*J. W. Keller, Newark, Ohio.*

Buy Sterling ranges for economy and durability. Sterling ranges are the greatest coal savers of any range on the

market. The Sterling is so strong and so well made that the repair bill is almost nothing.—*R. A. McWhur Co., Fall River, Mass.*

Call and see the malleable steel range in operation at our store. We show you how to bake “just such biscuits as mother used to make” with only one-half the fuel now being used. Three-minute biscuit and delicious coffee served every day free.—*Sturmer Bros., Port Huron, Mich.*

The air in an ordinary oven is stagnant. It becomes saturated with the odors of the different dishes cooking—the strongest odor impregnates all. That is why you sometimes get pie with a flavor of onions and roast beef with taste of fish. The air in the oven of the Imperial Oxford Range is constantly changing. Fresh air is drawn in from outside the range by our patent oven flue, super-heated and forced into the top of the oven. It circulates throughout the oven, keeping every corner at a steady, even temperature. The air is then drawn off through the oven ventilators, carrying with it the fumes of the cooking dishes. The Imperial Oxford Range cooks your food with pure, fresh, dry heat. Would you like to see this range? Call at your dealers. If he can't show you the Imperial Oxford, write to us and we'll send you full particulars and tell you where you can see it.—*The Gurney Foundry Co., Toronto.*

What the old cook said when she was discharged, “Well, Miss Sally, I don't mind dis gittin' fired, but I does hate to leave dat lovely Sterling range.”—*Crane & Lockwood, Binghamton, N. Y.*

If you've been on the fence, let this weather and these prices help you down—\$6.95 for the famous Eclipse airtight wood heaters.—*I. Gevarty & Sons, Portland, Ore.*

A stove that is always ready! A stove that makes no smoke, smell or ashes! A safe stove! An economical stove! A clean stove! A stove that requires no skill to operate it! A stove which has revolutionized “cooking,” and has transformed the drudgery of the kitchen work into a pleasant pastime.—*McAycal Hardware Company, Crowley, La.*

The small *house-heater*—the Quebec. One of the don't-want-much-attention kind. The heavy fire-brick lining makes it a great economizer. Fill it up with fuel of any description, and it's good for twenty-four hours or more of constant heat-giving without replenishing.—*The T. Eaton Co., Winnipeg, Can.*

HARDWARE—STOVES

More money can be saved this year by putting in a Kelsey furnace than by any other way. Will heat your house better, without gas or dust.—*Geo. H. Stibbs, Hartford, Conn.*

Range Seekers. Here's Barstow's latest model. The Crystal Bay State. In construction, appearance efficiency, it is positively a "top notcher." Don't fail to see it.—*The Mellen & Hewes Co., Hartford, Conn.*

Don't you want to begin the new year with a new Magee range? It would be a particularly delightful change, if it happens that you are now using an old range, or a range that, for one reason or another, does not give satisfaction. The happiness or unhappiness of many a household can be traced to the kitchen. In the kitchen it is found that the trouble was with the range. If you buy a Magee range there will be no range troubles. It is a perfect range. Economical of coal and prodigal of heat. Will bake more bread on one hod of coal than any other range built. And it is not overpriced. It is a range proposition that you will find full of interest for you.—*Bruce, Filley & Co., Hartford.*

Stoves, ranges and heaters. We again call your attention to the most important part of your home, the kitchen. We sell the best stove, range and heater that can be procured. We guarantee them to give you perfect satisfaction as cookers and heaters. You must be satisfied or we will refund your money. You may buy a stove or range from us and make a deposit to show good faith on your part and we will give you a written agreement that after we set our stove or range up in your kitchen, we will any time within thirty days after trying the stove refund your money and remove our stove without any cost to you. You can have the best range in the house for \$4.00 down and \$4.00 per month, and on stoves from \$2.00 to \$3.00 down and \$3.00 per month, or you can pay the balance at the expiration of thirty or sixty days and get a discount.—*A. G. Rhodes & Son, Mobile, Ala.*

The St. Clair radiant hot blast heater. For burning an inferior grade of coal, to obtain the very best heating results, economically, we want to call your attention to this practically built St. Clair heater. The fire pot is very heavy, and ribbed; this feature makes it durable and lasting. This adds to the life of your stove. The feed door is so arranged to admit the fuel without spilling any coal on the floor, and dampers are so arranged that all smoke or gas is

taken off without filling your room with smoke when the fuel is being fed to the fire. These features alone recommend the radiant, but many others will be shown to prospective purchasers. See the radiant; it will heat your home at a light running expense.—*The Grote-Rankin Company, Spokane, Wash.*

There was a young woman who started to bake. Her range wouldn't work though a well-known make. She said "to-day I must hasten away, And get me a range that will bake every day." And she went to—*Crane & Lockwood, Binghamton, N. Y.*

You need a stove in the house. Grates are very cheery looking and architects rave over them and all that and all that. But when it gets down to the cold matter of dollars and cents it takes a whole coal mine to keep the average Memphis house even half way warm. Is genial warmth such an intangible blessing that every member of the family wouldn't be sure to appreciate it? Now the radiant home air blast heaters will heat the whole house as warm as toast and do it with far less coal than you now use in two or three rooms. It is the best heater there is short of the expensive hot water heating plant, which costs ten times as much. Why not come in and look at them, you'll decide that it is the best family gift you could make.—*Orgill Brothers & Company, Memphis.*

To get that appetizing, brown appearance and outside crispiness on roasts of lamb, beef, etc.—to keep their goodness in them—they must be basted. In the old style stove this necessitated reaching into the hot oven and moving the hot, heavy pan and holding it in the front of the oven while it was basted. A tedious performance with unsatisfactory results. The draw-out over rack of the Imperial Oxford Range makes basting a simple and successful operation.—*The Gurney Foundry Co., Windsor, Ont.*

On merit, and merit only do we make claims for the Regal Stuart. We ask a careful comparison with other ranges before buying. The owner of an R. S. range with reasonable care will have a safe and practically permanent investment. After once using you will fall in love with the Regal Stuart.—*J. Lyon & Sons, Hartford, Conn.*

Quality counts in ranges—and that is why New Kineo stoves have been held in greatest popularity all these years. New Kineo ranges are always to be depended upon to do the right thing at the right time.—*Noyes & Nutter Mfg. Co., Bangor, Me.*

#### HARDWARE—STOVES

The Buck's Hot Blast is built on scientific principles—it does not permit the 38 per cent. of gas and smoke in soft coal to escape up the chimney, but burns it up—turns it into fuel. That is why it is the most wonderful heater in the world. How can it help but be popular when it actually pays for itself in the fuel saving.—*Crews-Beggs, Pueblo, Colo.*

Fuel economy is an important feature in a range. Almost as important as good cooking facilities. Every housewife wants to do good cooking, but she doesn't want it to cost her too much in fuel. The good cooking qualities of the Imperial Oxford range are enhanced by its great fuel economy. The big scuttle of coal of other style ranges is replaced in Imperial Oxford homes by a smaller scuttle less often used.—*The Gurney-Massey Co., Montreal, Can.*

There was a young woman who started to bake, Her range wouldn't work though a well-known make. She said, "to-day I must hasten away, And get me a range that will bake every day."

She purchased a Household, it worked like a charm, And no baking days now fill her with alarm. If you wish a new range to replace the old, "Your Credit is Good" for the famous Household.—*Household Furnishing Co., New Bedford, Mass.*

If the house is cold, remember that we've reduced prices on all parlor stoves and that "your credit is good" for the best stove here.—*The Household Furnishing Co., New Bedford, Mass.*

The Glenwood Home Grand range with asbestos lined oven and two oven shelves bakes three rows of food evenly at once. The asbestos lining keeps the oven at an absolutely even heat throughout, and with two oven shelves will finish the baking in one-third the time with less fuel. It triples baking capacity.—*C. F. Wing, New Bedford, Mass.*

Congress has opened! Many important questions will now be settled. We wish to settle an important question for you, and advise you not to put off buying as a boy does tooth pulling, until compelled by suffering to make a move. As the temperature goes down, prices go up. Let us sell you your stove now.—*C. C. Griffen, Altoona, Pa.*

Say Household Furnace to the carpenter who is building your house. Next

winter, when the north winds come whistling around your new house, you'll thank us for telling you about the Household Furnace. The good-size wrought iron fire-pot, brick-lined, the Horseshoe Radiator, and the Patent Indirect Draft reversible Flue, all combine to make this the most efficient furnace built.—Ask S. C. Lowe about it. *New Bedford, Mass.*

Household ranges are "built to bake." Look at the large, honest ovens that will bake sixteen pies at once.—*Household Furnishing Co., New Bedford, Mass.*

The "Kitchen Queen" Steel Range, the pride of all Indiana, is made of true, strong, cold rolled steel plate, gauged in the thickness to the strain it must stand, which forms the walls or sides, the joints of which are absolutely air tight. The end walls and those around the firebox and reservoir are double thick, with an interlining of asbestos board—not paper or any substitute. These three thicknesses: steel, asbestos, steel, are fastened tight together, not only insuring great durability, but economy of fuel and quick heating. Every "Kitchen Queen" Steel Range warranted to bake, cook and heat.—*People's Outfitting Co., Indianapolis.*

There is a downright satisfaction, say nothing of warmth and comfort—in having a furnace that will burn any kind of fuel with economy and success, and keep one's house at a warm, even temperature at all times, that cannot be reckoned in dollars and cents.—*Round Oak Furnace Co., Lansing, Mich.*

The bane of common ranges is their uncertainty. Can't tell what they will do under given conditions, they are freaky, eccentric, tricky—sometimes they burn fiercely, at others you can get no heat—never can rely upon them. Why not have a non-worry, easily-managed, smooth-working range like the "Pandora" when it costs no more than the other kinds? You can set the "Pandora" to do a certain work and it does it—you can do anything else meanwhile. Take the air, don't be a slave to your range or your work.—*McClary's, Montreal, Can.*

Glenwood Ranges.—Wonders in economy, requiring the minimum supply of fuel.—*C. F. Wing, New Bedford, Mass.*

No use delaying! Don't let the next cold snap catch you unprepared. The rush in our stove department will grow as the winter approaches. The sooner you get a Glenwood the quicker will comfort come.—*C. F. Wing, New Bedford, Mass.*

#### HARDWARE—STOVES



## HOUSEFURNISHING GOODS

Willie Binks—Say, pa, when are we goin' to move out to Bubblehurst?

Mr. Binks—Just as soon as the house is finished, son.

"Ain't there goin' to be any family in it but us?"

"No."

"Then there won't be anybody upstairs playing 'Alamo' and 'Hiawatha,' will there?"

"I should say not!"

"Aw! Honest?"—Chicago Record-Herald.

### To Newly Married Folks:

It is to those who have shuffled off their mortal coil of single blessedness that we address ourselves to-day. It is to their sense of the economical, to their appreciation of the elegant and good things in housefurnishings that we wish to appeal. We know that we are in a position to help you materially on the economical side, and a casual glimpse into our great store, filled to its utmost capacity with good equipment for your new home, will convince you that we possess the elegant and substantial things. Young man, if you've just been married, or are just about to be, come in and look around a bit. Bring the girl with you, for it's a ten to one shot that she's got a better idea of what's wanted in the newly made nest than you have—and, anyway, what's to be bought. Bring her in, we say, and let some of our salespeople go through the building and show you how cheaply a house can be furnished throughout from this store.—Mahaffey, Canton, O.

Housefurnishing and china bargains. This isn't a clearing movement. It isn't a reduction of old stock. It is a sale of new—desirable—reliable—housefurnishings and china. It is more than a mere sale. It is an event. This merchandising occasion is one of the most important, if not the most important in the month of February. Its wonderful success is due to the matchless opportunities which it brings to careful buyers.—Rothenberg & Co., New York.

Our fiftieth half-yearly stupendous housefurnishings, china and glass movement begins Monday morning. Just twenty-five years ago, when the H. Batterman Store was developing into a lusty youngster, we conceived the idea of a housefurnishings and china sale on a mammoth scale. Every February and September since then this store has

startled Brooklynites with its mighty price attractions in household needs and kindred lines. From all over Brooklyn come feeble attempts to follow us. We are flattered by the imitations. Prodigious stocks of everything scheduled here give assurance that, no matter what your demands, we are prepared to fill them. No danger that after half an hour's selling, "No-more-at-that-price" will be hurled at you. Therein we have no imitators, nor have we in our prices—two important facts that make this a sale without an equal.—Batterman's, Brooklyn, N. Y.

We are the only complete housefurnishers in the Southern Tier, carry everything that you can wish for, to fit your home from cellar to attic. Everything here, no matter how cheaply sold, is of a worthy quality, is up-to-date in style, is handsomely finished and splendidly constructed. Among the many lines carried here can be found complete assortments of.—The Fair Store, Binghamton, N. Y.

A Happy Thought.—Home is what you make it. In every happy home the two rooms most used and most appreciated are the dining room and the bedroom. There most of our time is spent in social comfort and rest. It is in the furnishing of these rooms that we make special inducements that cannot fail to meet with the utmost favor. We have placed on sale, specially priced, a dining room and bed room outfit, and in order to show them to advantage and give you an idea how they will look in your own home we have fitted up certain parts of our own store to represent a dining and bed room. You will find this new idea of ours a good one, as one glance will suffice to convince you of the beauty of these suits, the quality always being guaranteed by us.—Koch & Henke, Cleveland, Ohio.

HOUSEFURNISHING GOODS

Our sale in the housefurnishing store which starts Monday morning spells "Saving" in its broadest sense.—The Gamble Desmond Co., New Haven, Conn.

The March Housewares Sale.—Hundreds of articles to help along the daily bits of routine work about the house—upstairs, downstairs, in my lady's chamber—and to make light of that domestic revolution known as "Spring housecleaning." All good, and all at prices you'll have trouble to equal for lowness.—The Wanamaker Store, New York.

Some Needed Housefurnishings.—Just a little random list, to catch the eye of the housekeeper who's aware of certain shortcomings in her town or country house. And it's merely an inkling of the splendidly complete and low-priced stock that you'll find in our basement. In fact there are sharp savings to be made on these, as well as many other articles.—Wanamaker, New York.

Found! Found!! Found!!! The place to buy. Have you seen the display of new matting and new go-carts? Have you seen the odd carpets at the odd prices we are offering? Have you seen our line of dressers and bedroom suits? Anything from a lamp chimney to dinnerware, including kitchen utensils, can be seen in our household department.—Taylor & Manahan, Jersey City.

In the economy of household management time is an important factor. The old carpet sweeper that takes three times as long to do the work that a new one would do it in—a direct loss of time plus effort. The old sauce pans that will "do" after plastering up a pin-hole or two—a direct loss of time. And so you might run through a list of superannuated household articles that should be replaced. The cost isn't great when you buy at—Gimbel Bros., Philadelphia, Pa.

Woman makes the home. "It is a woman, and only a woman—a woman all by herself, if she likes, and without any man to help her—who can turn a house into a home."

True, but there's no store in the land that can be of such help to her as Van Sciver's when it comes to furnishing it.—J. B. Van Sciver Co., Philadelphia.

Christmas cooking.—Christmas cooking is near at hand; fruit cakes to be baked, many little special dishes to be prepared. A visit to our store will relieve you of much worry and trouble. A good mechanic can not do good work without good tools; neither can the housewife prepare tempting dishes with-

out the proper vessels. We have just received a very large shipment of our famous Purity cooking vessels, and we invite you to call and inspect them.—Hightower & Graves, Atlanta, Ga.

Handy household helps. There is a constant wear and tear on household hardware—when you get a fresh supply of some things you are out of others. Every home is needing some kind of hardware all the time and we have all these things in best qualities and lowest prices.—Babcock, Hinds & Underwood, Binghamton, N. Y.

It's no fault of ours if flowers don't have the prettiest of jardinières to display them. A jardinière maker, caught in financial straits, thought one dollar in the hand was worth almost two tied up in pottery. We secured the jardinières so as to pass them along at a generous third below actual worth. Will you share the benefit? One style is a footed jardinière with side ears—an attractive shape in a variety of blended colorings.—Sibley, Lindsay & Cur., Rochester, N. Y.

Handsome is as handsome does.—An old and trite saying this, but how well it applies to home furnishings that are bargains in price, beautiful in style, full of grace and elegance and the kind that lasts a lifetime; this description applies to Lampe & Co.'s stock.

If the flies do get into your house, catch them. It's easy with the Out of Sight Fly Strings. Just hang one up and it will do the rest much better than fly paper, as it is not in the way of every one, and one string will catch more flies than a whole barrel of fly paper.—The Churchill-Hemenway Co., Galesburg, Ill.

Heretofore when furnishing a house along correct lines—whether the appointments of a cottage or a residence more pretentious, or the decoration of a palatial abode—there has been no house to which the anxious housewife could turn for expert assistance. That day has passed. We now cover this field. In this department are employed men who have had long training in their specialty. Their experience enables them to secure desired results without those annoying experiments so productive of dissatisfaction and needless expense.—Keith O'Brien Co., Salt Lake City, Utah.

House cleaning operations are now about to begin. You may need a step-ladder, tubs, mops, brushes, paints, etc. We carry a full line of the best makes and invite you to investigate and secure prices.—Chas. Johnson, Peoria, Ill.

HOUSEFURNISHING GOODS



There is a stupendous assortment here for seekers of the beautiful in carpets and furniture, and every day we are receiving from the manufacturers, new and pleasing ideas.—*H. H. Lampe & Co.*

We call it "Young Housekeepers' Sale, but of course, elderly housekeepers are eligible also. People just beginning keeping house can make a dollar accomplish great things.—*J. R. Libby Co., Portland, Me.*

Gigantic spring sale of housefurnishings and china. Values bound to make rousing selling. The greatest money-saving opportunities ever known in the basement stores. No mail orders. Think of the unmatched opportunities that our past sales have brought to you—then think how much it means to you to be able to do still better in the sale that begins to-morrow morning. This will unquestionably be the most aggressive, broadest and best event of its kind ever inaugurated.—*Rothenberg & Co., New York.*

The abodes where families seek repose, peace and affectionate companionship should be enriched as far as means will allow, with whatever is calculated to develop pure taste, cultivate the intellect and ennoble the heart. Sight is an avenue to the soul and the sight of comely walls, embellished ceilings, pictures, tapestries, graceful draperies, handsome upholstery, shapely furniture and attractive ornaments has a refining influence on the spirit.—*Geo. B. Peck, Kansas City, Mo.*

In the housefurnishing department. What 3 cents will buy: Good kitchen knife, pretty match box, 5-cent screw driver, good lamp burner, 5-cent chopping knife, large bread pans, salt and pepper shaker, bottle machine oil, small varnish brush, clothesline pulley, decorated pickle dish, large decorated plates. What 2 cents will buy: 3 picture molding hooks, 5-cent tack pullers, very good can opener, 5-cent tea strainer, family size nail box, nail brush, 5-cent kind; bradawl, worth 5 cents; mouse trap, 5-cent shoe dauber, machine oil can, ladies' tack hammer, 6 screw eyes.—*John Mullins & Sons, Jersey City.*

Spring is here and if your home is not as cosy and comfortable as it should be we invite you to complete its furnishings here.—*C. R. Parish & Co., Columbus, Ohio.*

Everything for the house. A helping hand at your service. Maybe you need some furniture or possibly you want a stove or knives and forks, a dinner set, some carpets, draperies and the like.

## HOUSEFURNISHING GOODS

Well, if you want any furnishings for the house you can get it here. We can furnish your house from cellar to garret; and from parlor to kitchen. And if you haven't the ready cash, this is where we come in, and lend you a helping hand, for, in connection with our strictly cash business we have established a deferred payment plan through which you can purchase "Everything for the house" at strictly cash prices and pay us back as your circumstances permit, the privilege costing a simple banking rate of interest, namely 6 per cent. Our deferred payment plan is the most liberal and fair proposition ever inaugurated—come in and let us explain it to you. You are welcome, whether you buy or not.—*John Bruner Co., Sacramento.*

It's just fun to launder lace curtains if you use one of our curtain stretchers. This handy article can be instantly set up and adjusted to any length and width, to fit any size drapery. The pins are of brass, so that they will not rust, several pairs of curtains can be dried at the same time and will come out looking as spic and span as when new. When the curtains are all done up the stretcher can be taken down in thirty seconds and then occupies a space only 6 inches wide and 6 feet long. The price of a stretcher is only 98 cents and this amount will be saved in doing up one pair of curtains.—*Chandler & Co., Bangor, Me.*

Mrs. Good Housekeeper, here is news—splendid news. To-morrow will be a field day of fine values all through the great basement store of household utilities. The high grade helps to good housekeeping, which have made the fame of this store at the low prices they cost ordinarily, will be here to-morrow for prices in many cases the lowest ever anywhere.—*Abraham & Straus, Brooklyn, N. Y.*

The first housekeepers' sale. An early show and special selling of house needs at a saving of one-third. Not a woman who "keeps house," as the phrase is, but will be intensely interested in this novel and carefully planned sale. Whether it is a mansion or cottage—a luxurious suite of apartments or a cosy little flat—here is a sale offering the very things to make that home more beautiful and more comfortable, at prices that mean a very great saving. We have had it in mind for six months—this stupendous early movement of fall furnishings, and our buyers have planned and selected for it with rare skill and success.—*Wasson's, Indianapolis, Ind.*

One hundred and fifty bargains in one hundred and fifty wanted things for house and garden. Two of our biggest windows are dressed with a showing that catches the attention of eight out of every ten people who pass—men as well as women. It isn't every window display that interests men and very few of them interest both men and women as this does. The showing isn't especially pretty but it is eminently practical. It is composed of about one hundred and fifty articles from the housefurnishing department that we find to be most in demand to-day. They range from a garden trowel to a gas stove and from an ice cream freezer to a refrigerator.—*The Edw. Malley Co., New Haven.*

The big sale of house cleaning necessities on in earnest. Everything you need from one department, and at a price saving that makes it doubly worth your while! Neighbors who like to spread about a good thing are telling their friends about the remarkable opportunity at May's. Not a thing you can think of is missing. Just what you want to be had for less money than something almost like it were you to go elsewhere. You can't figure more than one side to the house cleaning necessities question to save your life; it's either waste a whole lot of time running about to many different stores, and mostly making unsatisfactory purchases, or coming to May's and completing your list from the one immense stock and reaping the attractive price-saving on every article you buy.—*May's, Pittsburg.*

Judge us by deeds, and we will prove to your satisfaction that we are deserving of the high place we hold in the hearts of the public of this community. We cater to your wants in a conscientious and intelligent manner. It is satisfying. Come to us if you have household needs.—*A. P. Curtin & Co., Great Falls, Mont.*

Sale of summer household needs.—News from Newark's greatest basement that will carry tidings of economy to a thousand shrewd shoppers. A wonderful June sale in which the youngest and most inexperienced housekeeper will immediately recognize an opportunity of unusual importance. Read the appended items carefully, good housekeeping generalship demands it.—*Bamberger's, Newark, N. J.*

Any store with money can get a conglomerate stock of house furnishings that are first of all cheap—without regard to the real intrinsic worth. That's a question of money only. But it's an-

## HOUSEFURNISHING GOODS

other proposition to get good, dependable house needfuls, that people come for week after week, because they have proved not only the reliability of the goods, but the fairness of the prices. Is it any wonder that the business of this store keeps growing?—*Schipper & Block, Peoria, Ill.*

All the comforts of home:  
"When the summer comes, and the sun grows hot,

We pack up our boxes, away we trot;  
And away we trot to the sands of gold  
That border the sea that never grows old."

Had the poet continued he would doubtless have pointed out the necessity of comfortably equipping the summer stopping place. Bare walls and plain floors do not add pleasure to the summer sojourn. It's easy to give a wall fresh charm by gracing it with a colorful picture, or to decorate a floor by overspreading it with a pretty rug. An easy chair for the lawn or porch is not only picturesque, but a positive necessity. Matting, too, is an essential no dweller out of town desiring comfort can disregard. And so The Siegel-Cooper Store, with its great, abundantly stocked departments (stores within a store), invites you to the most lavish displays of good, seasonable and desirable merchandise in the city.—*Siegel-Cooper Co., New York, N. Y.*

Just home furnishings. The best and sold as you like to pay. And that's the story in a nutshell.—*C. C. Fuller & Co., Hartford, Conn.*

Cooking with coal in the summer months. Oil solves the problem; It's quicker, cooler, just as efficient, and not at all expensive.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

The on-coming of spring leads every shrewd housewife to thinking of something she needs to help beautify or add to the comfort of her home.—*People's Furniture Store, Des Moines, Iowa.*

House cleaning time is here. Carpets are to be lifted, wall papers cleaned—every nook and corner of the house is to be overhauled and rid of the winter's accumulation of smoke and dirt. Everything needed by the cleaner can be found in our big basement and almost invariably at lower prices than elsewhere.—*Kaufmann's, Pittsburg, Pa.*

Little lots at very little prices. A campaign of clearance inaugurated to rid the departments of all the short lengths and discontinued patterns of linoleums and oilcloths.—*W. B. Moses & Son, Washington, D. C.*

If you get married this spring, you simply can't afford to do any house-furnishing without first seeing us. How much does it cost to furnish a house? That's the question, and our answer is: "Very little, if you know where to buy and how to buy." Certainly we will say buy here. We'll teach you how, and it will be a lesson in economy.—*Flint & Barker, Fall River, Mass.*

Everything for the laundry. Did you ever think of the multitude of things required in the well-ordered laundry? The list may surprise you. The variety is impressive. Such completeness in respect to the laundry is a convincing augury of our large preparations for the home throughout. The Macy house furnishing goods department anticipates every domestic need.—*The R. H. Macy Co., New York, N. Y.*

The best way to keep house best is to have plenty of these needfuls. Good workmen usually have good tools. Here are a few of the thousands of good housekeeping and cleaning tools which our buyer picked for this closing March sale when in New York a week ago.—*Shipper & Block, Peoria, Ill.*

Moving time! Hundreds of families are changing their homes about now, and there's a tremendous trade for some one in all sorts of house-furnishings. Is there any reason why we shouldn't do as well as anyone in these things? We buy for cash and sell on the closest possible margin of profit. We intend to treat you so much better than anyone else you'll want to spend all your money here.—*Scroggie, Montreal, Can.*

Housekeepers' Day to-day. The furniture, the draperies, the kitchen usefuls, present a strong array of values for this sale—then, there's the wall paper, the chinaware and many other departments that have housekeeping needs, but space will not permit their mention. These items give a fair idea of the hundreds of like values to be found here at intensely interesting prices. Read.—*Jones Dry Goods Co., Kansas City, Mo.*

Strikes settled. Servant troubles and the coal strike question avoided by using our chafing dishes.

Let Biddy go off without saying adieu!

What else need the housewife wish Than an omelet and an oyster stew

In a Sterneau chafing dish?

—*The Morris Hardware Co., Youngstown, Ohio.*

Whatever you need to make the summer housekeeping easier, bring it here and if it is helpable we can help it. Tomorrow a budget of specially good news

—some sterling refrigerators and gas ranges reduced; some remarkable values in window screens and garden tools and ice cream freezers.—*Frederick Loesser & Co., Brooklyn, N. Y.*

If you would see acres of every-day round-the-house needs at prices that seem impossible, visit our store these days while the greatest household utilities sale ever held is under way. This is a sale wherein the merest tyro of a housekeeper can appreciate the unprecedented proportion of saving, as everything is familiar, everything is the best and every price is sharply cut down from figures already the lowest in town.—*Abraham & Straus, Brooklyn, N. Y.*

Eviction figures on all our warm weather furnishings. The broken lines of summer suggestions for country cosiness and seaside service to be closed out without regard to cost, savings such as you seldom see on just what you need now.—*The C. E. Osgood Co., Boston.*

This sale brings together an almost unlimited collection of the best and most practical housekeeping helps that are manufactured—no trash, no impractical things, none of the cheapish goods that careful housekeepers wouldn't have at any price—but worthy, desirable, high grade goods, at very decisive reductions, as shown in the prices quoted below.—*Wanamaker's, New York.*

Needed things for home comfort.—We can make the city home almost as comfortable for the summer as seashore or mountains—and without straining the purse. This information will be welcomed by the army of stay-at-homes, and there will be large demand for all these comfort-making things.—*Hochschild, Kohn & Co., Baltimore, Md.*

The thrifty housewife of Philadelphia has learned that she can save considerable money by buying her kitchen utensils and other housekeeping needs here. She has also learned that whatever she buys here can be depended on to give satisfactory service.—*Snellenburg's, Philadelphia, Pa.*

Spring purchasing of household goods. When you're ready, come to headquarters. To sum the whole story up into a nutshell, "we have the sort of goods you want at the prices you feel like paying."—*Chas. R. Hart & Co., Hartford, Conn.*

What do you need to transform your home from warmth necessities for winter to the cool accessories for summer? Whatever your house need may be, this store can supply it.—*Wanamaker's, Philadelphia, Pa.*

HOUSEFURNISHING GOODS

Cheap things are seldom good, but good things are often cheap. This applies to our entire line, and accounts for our increasing sales in enameled ware, also tinware.—*J. A. Walker, York.*

Housecleaning made easy. Our greatest endeavors to make cleaning the house a congenial task were never better rewarded than by the very special bargains you'll find below. Garden implements are also at shadows of former prices to-morrow.—*Gimbel's, Milwaukee.*

Designs for every room in all their ancestral pride, but at lowest prices.—*Cowperthwaite Co., Brooklyn, N. Y.*

Spring sale of housefurnishings. The special needs that spring brings to every housekeeper make up the offerings of this sale. You may depend on their reliability or they wouldn't be here at all. And the low prices speak for themselves. We plan a big, helpful, money-saving sale of this kind for every spring and thousands of housekeepers wait for it and turn it to advantage. The sale now in progress is the broadest in scope and the best in values that we have ever known.—*Frederick Loesser & Co., Brooklyn.*

Will furnish your home. We have the largest and most complete furniture and carpet stock in the city. The average person about to begin housekeeping knows but little about furniture or carpet values, and much of the purchasing must be done on faith in the firm you are doing business with. Fliegelman has a reputation of twenty-two years of clean business record. That should mean something to you.—*Fliegelman, Camden.*

We are going to make extensive improvements, including a new modern front. The more of the stock now in our two acres of floor space we can dispose of before we begin to tear up and remodel, the better it will be for us, the better it will be for the furniture, and in order to induce those who are in the market for what we sell to buy here and now, we offer 20 per cent. reduction on any article or piece in the house.—*Geo. F. Bisch, Springfield, Ill.*

Housefurnishings are at present the absorbing topic. The attractive specials presented below are made so because our lines are the largest and finest ever shown in the city. Our spacious and well lighted floors enable you to make selections to the best advantage. We are offering great bargains in all kinds of housefurnishings. These extra special prices should induce everyone interested

in these goods to come and inspect our store.—*Ideal House Furnishings, Ltd., Winnipeg, Can.*

Now, the summer home demands attention. People who have shore homes are moving to them. People who have not, are arranging their city homes for the summer time. We can be helpful to all.—*The Edw. Malley Co., New Haven.*

Here's a store that can be of great assistance to you, now that you're planning for spring and warm weather. Not only helpful to you in showing such an immense assortment of the newest and best home furnishings to be had anywhere—not only in giving you the benefit of the special prices heavy buying for several stores makes possible—but giving you the privilege of selecting all you may need with a most convenient way of payments. All you have to do is to become a charge customer, and then, if it's not convenient to pay the bill in thirty days—or sixty days—we'll arrange the terms to suit you. Hundreds of families in and about Trenton can tell you of our satisfactory business methods, but it'll suit us even better if you'll come and get a personal demonstration of it.—*Hurley-Tobin Co., Trenton, N. J.*

We made a special purchase for this great sale—a quantity purchase, which means that we got big reductions from regular prices. To-day we give you the full benefit of our vast buying power. In every case comparison will show you others' prices are what we say the goods are worth, but they are 'way above this sale's figures. Come to-day and buy your supplies for this spring and summer—they won't be priced so low again.—*Jones Dry Goods Co., Kansas City.*

It is the first housefurnishings sale we have held this year—and needless to say, we're going to start the year right. Prices on housefurnishings dropped when we came to Twelfth and Main Streets, years ago; we've forced them lower and lower every year since we've been here, and we're going to stay in the lead during 1907.—*Jones Dry Goods Co., Kansas City, Mo.*

A sale so remarkably good that wise housekeepers will lay in a stock for at least a year ahead—the best sale of the kind we ever announced. Every towel in the sale is of linen, and there are both huck and damask weaves. Plain hems and hemstitched ends. Plain white and colored borders.—*Frederick Loesser & Co., Brooklyn, N. Y.*

HOUSEFURNISHING GOODS



## LINEN

The January sale of *linens* continues merrily. Quality and unrivaled values are the keynotes that will make this sale the greatest linen event in our history. Housekeepers and hotelkeepers should investigate the great savings we've made possible. Laying in a full year's supply now at our prices will be a splendid investment. Linens have gone up and are going still higher, but our orders were placed before prices advanced. Come to-morrow and examine the qualities, then read the price ticket's saving story.—*Thomas C. Watkins, Hamilton, Can.*

More news from the house furnishing *linens*. More news from the white sale. Better do your buying at the earliest—many lots of goods secured for the white sale can't be duplicated for nowhere near the prices paid, not again this season, and we doubt if it can be done any time in the near future. Suppose you come for these to-morrow—it will pay.—*S. P. Dunham & Co., Trenton, N. J.*

January sale of good *linens*. The advance in the price of linens has not affected our annual sale, because provisions were made for this sale long ago by keen foresight on the part of our organization. All housekeeping and hotel linens and bedspreads—extensive stocks—are greatly reduced from regular prices, making this a rare opportunity for purchasing. Our fine Scotch and Irish satin damask pattern tablecloths are prominent features of this important event.—*Crow & Whitmarsh, Cleveland.*

Wonderful offerings of sterling character. The enormous quantities of linens that went out of the store last week in no wise spoiled the assortments we spread before you again this morning. The supplies for this white sale were gathered to last through a month of swift selling. And we've a good sized fortune running well into five figures invested in linens that will be brought down fresh every day from the stock rooms. Come and see the linens—then you'll realize better what these low prices mean.—*The J. L. Hudson Co., Detroit, Mich.*

Good linens reduced. Re-pricing in the linen department is most effectively done—as these specials prove. Dependable qualities, all these linens—the accumulated odd lots from our busy holiday season. Not possible to tell you of

all the items—a few will suffice.—*The Mills Dry Goods Co., Topeka, Kan.*

Gifts for the housekeeper's Christmas. Fancy *linens*. An unusually large stock of fancy linens has been gathered for the holiday season. Beautiful qualities, dainty patterns and perfect workmanship in each and every piece. Many lots were secured in special purchases and represent exceptional value-giving. A most satisfactory selection may be made here for the housekeeper.—*Stanley, Mills & Co., Ltd., Hamilton, Can.*

Holiday *linens*—nicely boxed. No housekeeper ever had too many linens; and here there is nothing that a woman will prize more. You rarely ever heard of a bride exchanging presents of linen. We have prepared more liberally than ever for the great holiday demand for these goods. There are some extra good values among them, too, notwithstanding the increased price of the raw materials. See the handsome circular designs for round tables; they are very attractive. We are in a position to give you values never before heard of. We have been preparing for this great holiday sale for months, and manufacturers have not disappointed us. Our stock is filled to overflowing with new and choice bargains.—*Wren's, Springfield, Ohio.*

Embroidered *linens*. These are mentioned for the benefit of the woman who finds another piece or two of fancy linen necessary to complete the dress of the Thanksgiving table. Finished pieces are shown in the most exquisite hand embroidery on fine linen from Austria, Japan or Ireland. Each done in the peculiar style characteristic of its nationality. Many exquisite drawnwork pieces are also shown from Japan.—*The Crescent, Spokane, Wash.*

Irish *linens*, in our annual February sale (two floors up). Ireland, with its peculiar facilities for bleaching, has given to the world linens which can hardly be surpassed for durability and soft, silky appearance. We are carrying in all sizes a large number of the "Old Bleach" sheetings and towels, which are entirely dependent upon the old fashioned method of grass bleaching—and this, under the rare atmosphere of Ireland, is conducive to the very best results.—*The Scott Dry Goods Co., Cleveland, Ohio.*

LINEN

Linens that the fire came near but didn't touch—just near enough for Freund, Friese & Co. to call them "damaged." But where the "damage" is, neither you nor we can tell. Perhaps it's in the prices! Sure, that's where it is! Just see how the prices are shattered.—*H. A. Meldrum Company, Buffalo.*

Fine Dress Linens from Irish Looms. —There's lustre and life in these linens—real flax from Irish looms, honest textures, staunch and sturdy weights—yet the price of cotton will buy any of them. The newspapers are telling of a tremendous advance in the price of linen—no need of our arguing early buying.—*Fourqurean, Temple & Co., Richmond.*

No need to tell you how fashionable linen is. Women are wearing embroidered linen hats, carrying linen parasols. As for the dress—the coat, skirt, blouse, the whole costume is linen. What women do want to know is, where they can get best kinds for lowest prices. Here. Undoubtedly.—*Strawbridge & Clothier, Philadelphia, Pa.*

As far as these Linen bargains are concerned, there can't be too much of a good thing! For we intend to have everybody, as far as possible, share in these fine offerings; and you certainly won't quarrel with us if we make it possible for you to get your share to-day; if you have put it off until now.—*Wanamaker, New York.*

Surprising annual output of linens. Prices and qualities reaching beyond comparison. The Linen store joins hands with this great annual white goods event and presents offers that no careful housekeeper can afford to overlook. The offers are all the more notable, too, when one considers the present firmness of the linen market. These linens are of greater interest and value to the public than any previously offered. Preparations have been going on for months. And to-morrow the greatest assemblage of practical things from the best foreign and domestic makers is offered at price concessions unequalled.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We announce this linen sale with the assurance that the stock is well high perfect as regards assortments and values. Beginning in a modest way years ago, these sales have each year become more widely known and more widely patronized. This January sale of trustworthy linens is an event of the utmost significance in domestic economy.—*Mills' Store News, Topeka, Kan.*

The display of fine linens is more beautiful than even we believed. It is

impossible to grasp the full significance of such a vast collection of exquisite linens by seeing the items one or two at a time. The full realization comes only when a broad presentation, such as we have arranged this week, groups the various classes of work into one large, continuous picture, which compels admiration from all who see it.—*Wanamaker's, New York.*

If you housekeepers could look into the future linen and cotton markets you would buy supplies of these "domestics" for a year ahead; if you realized the qualities as storekeepers do, you would know these goods are great values—big quality for little cost—no matter what market changes may come. The cotton market is "up" to a mighty high notch—no doubt of that; yet we are selling standard grades at less than former prices, and at lower prices than it would now cost to replace these goods direct from the looms.—*P. A. Bergman & Co., Peoria, Ill.*

There has been a remarkable demand for these dainty, white dress linens, and we count ourselves fortunate in having procured such a large quantity at a price concession. They are light and medium weights, soft finished, 36 inches wide; ideal for shirt waists and entire suits. Sold by others at 50 cents a yard; our price, 29 cents.—*Macys, New York.*

Our linens will please you because every item is exceptionally good and thoroughly honest, and because our immense selling of linens enables us to name the most acceptable prices. When these prices are again cut, as in the items named below, every barrier to rapid buying has been removed.—*The Boston Store, Los Angeles, Cal.*

A Housekeepers' Sale of Linens and Bedspreads for the Week.—The pride of a housewife is her "linen closet"—a term that includes bedspreads, blankets and sheets, besides linens. This linen closet has a direct bearing on home comfort and on her ability as a manager. Shrewd women plan to renew these necessities when the prices are lowest. Prices are always lowest here, but this week we've moved them down a few notches, so there's no question about the advantage you gain.—*Freimuth's, Duluth, Minn.*

The kind you want at the time you need them most. Profits are cut out and even heavy losses sustained by this far-famed store for linens during this annual sale, so that all can share in our distribution of truly good linens at ridiculously low cost.—*Newman, Brooklyn.*

LINEN



Is your table linen "rich," "smooth," "heavy?" The best dining table, the daintiest meal, may be quite ruined by an unsightly tablecloth. Why shouldn't every family use only nice linen—they can afford it. Never think good pure linen is beyond your means. Hear this. "Hale's" has been within your means many years. Our word is yours that we can keep your table covered with the snowiest, neatest linen for less money than you pay chasing butterfly bargains. "Hale" linen never costs more, it usually costs less.—*Hale's, Los Angeles.*

An overstocked importer of fine wash fabrics asked us to fix a price at which we would take his entire surplus stock, which was unusually large for this late in the season, owing to the protracted cold weather. To our surprise he accepted our very low offer, and to-day you can begin sharing with us the advantages we secured by this purchase. The quantity is the largest and the prices the lowest at which we have ever offered equal values, and we expect the selling to be brisk from the start and continue active till every yard has been sold.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

"Quality" is the main thing in linens, and every yard and piece advertised here is of a high quality standard. Our close connection with the leading linen centers of the world brings prices on pure linens down to those usually quoted on cotton mixtures. Big bargains here for hotel keepers and restaurant proprietors as well as for housewives.—*Boston Store, Milwaukee, Wis.*

Is the key to your linen drawer or closet the guard of a proud store of fine linens?—if you are a careful housekeeper, it probably is. If you are an economical buyer you will seize every opportunity to add good linens to it. If you are a particular buyer you'll take this linen stock as your standard of calculation—if you do this faithfully we have no fear of the results. And you need have no fear of a stock that combines safety with price reductions—for that's true economy. Our linen chief is bubbling with enthusiasm over the values for this three weeks' sale, commencing to-morrow. — *Chamberlain-Johnson-Du Bose Co., Atlanta, Ga.*

For the best part of a year we've been getting ready for this sale. Our representatives across the water have studied every phase of the linen market, and at opportune moments have taken advantage of favorable turns and procured for us some of the finest linens ever imported, at such advantageous terms that

we are enabled to offer them at prices far below usual sale figures. Back of every yard offered stands the broadest guarantee known. Even though your linen closets are overflowing, it will pay to buy a new supply, for this is one chance in a thousand to secure the highest class fabrics at a mere nothing.—*The Furst Co., Jersey City, N. J.*

Our great linen organization here and abroad has been preparing for this sale for the past year—creating new patterns, placing large orders with manufacturers under the most advantageous terms, and assembling a stock which leaves nothing of merit to be desired—nothing required in any of the divisions of the stock which is not abundantly represented by great assortments of the best that have been produced.—*Marshall Field & Co., Chicago, Ill.*

Linens, Table and Household.—Every housekeeper knows good linens when she sees them; every woman delights in a beautiful, glossy supply of it for her table, and rejoices in a bountiful store for the household. Our linen bargains this week afford excellent opportunity to secure extra good values at greatly reduced prices.

Linens are staple goods that must be selected with care from standard manufacturers in order to insure satisfaction to our customers in the matter of finish and wear. We carry the famous Richardson weaves, which is sufficient guarantee of worth, and all those people who have anything to do with furnishing a house will be glad to know it is on these linens we have made the following reductions this week.—*Olds, Wortman & King.*

Housekeeping Linens.—The necessity of a copious and well-assorted supply of household linen to make good housekeeping possible is too obvious to require extended comment. The source of supply is another matter. We've made our store the best source we know—we've demonstrated that fact sufficiently often for most people to know it. We sell the sturdy, sincere linens, that, like good friends, prove their staying qualities by the test of time and wear.—*Hysinger & Rosenthal, Peoria, Ill.*

You can replenish your linen closet now with better linens at a less expense than any other time of year.—*J. Lecour & Sons, Kankakee, Ill.*

Substantial attractions at the linen counter. When we get hold of a good bargain in linens we are delighted to pass it over to our customers.—*Imperial Dry Goods Co., Altoona, Pa.*

LINEN

Here's a chance to replenish the Linen closet in the country home and pay very little for so doing. In fact in every instance the selling price here is less than the cost of importation. So good are these values that we cannot fill mail or telephone orders, and only a limited quantity will be sold to each customer.—*Abraham & Straus, Brooklyn.*

Is the key to your linen closet the open sesame to a store of linen you're proud of? If you are a thrifty housekeeper, it probably is. And, also if you're thrifty, you will seize every opportunity to add good linens to it—particularly when you can do so safely and economically. This white sale of linens tenders you a chance you should not lose to make your key the guardian of a veritable treasure-house of linens.—*The Wanamaker Store, New York.*

Linen shower for housewives. An occasion where they may "shower" themselves at savings so great that the linens will seem like gifts. This is just one of the periodical sales in the linen store, one of the extra pushes that increase business momentum.—*Goodfellow's, Minneapolis, Minn.*

These are but a few of the attractions we have planned for to-morrow. This Linen Department will have more than its quota of low prices to tempt shoppers.—*Jones Dry Goods Co., Kansas City, Mo.*

Linens for Summer Homes.—We direct attention to a very extensive assortment of Housekeeping Linens, etc., in the serviceable, medium-priced qualities suitable for use at the seashore, country or mountains.—*Woodward & Lathrop, Washington, D. C.*

For the use which is continuous there is nothing like flax. Every experienced housekeeper knows this. Most, in this community, know that our linens are all flax. Twenty-seven years have taught this fact.—*Wanamaker, Philadelphia, Pa.*

It's "fly" time in our linen stock.—*T. A. & L. F. Newman, Brooklyn, N. Y.*

A great many of our daintiest linens were handled so often during the past busy weeks, that they are no longer quite fresh. Hurried holiday shoppers can't be as careful as they would otherwise be. Hence this large accumulation of rumpled and soiled household and decorative linens, to be disposed of quickly. Besides, approaching inventory compels a clearance of all odd lots at once. The lots are small, the variety very extensive.—*Straubridge & Clothier, Philadelphia, Pa.*

Bargains in slightly hurt spreads. These are what are known as "good seconds" of high grade, satin finished and marseilles spreads, all hemmed. The hurts are ever so trifling. In some cases a tiny patch imperfectly woven, in others a slight discoloration, mill blemish. These so-called imperfections, though almost imperceptible, lessen the value of the spreads in the view of the manufacturer, and he gives them to us for less than cost of manufacturing.—*Macy's, New York, N. Y.*

Fresh from a several months' tour of the great linen factories of Ireland, France, Germany and Belgium, our representative explained Saturday how he gathers these white sale lots to sell for so little. "It is hard," he said, "because our regular stock is bought at under-the-market prices, and if you compare it with other stocks at any time of the year you will find, as a rule, our linens cheaper. So the problem isn't to beat the other fellow in value, but to beat ourselves."—*Wanamaker's, Philadelphia.*

Every experienced housewife is tempted by a bargain in linens, for the stapleness of linen values makes real bargains the exception rather than the rule. A few days ago our buyer, through a special purchase, secured many very remarkable values in housekeeping and hotel linens, and we in turn want to share our good fortune with our patrons. The economic advantages are much greater than usual. Every one should be interested in this sale, especially the hotel and boarding house keepers, who are large users of these necessities. As an example to show the remarkable savings. Just think of buying napkins, worth \$1.25 a dozen, for 69c. You can see at a glance the money you can save. These napkins are white mercerized, wear well and will win us friends by the score. Again, take pillow cases, selling at 12 1-2c. elsewhere, offered during this sale at 7c. These two items are given just to show how great the bargains are. Others equally great.—*Chapman & Co., Brooklyn, N. Y.*

Women who appreciate the really beautiful in art linens will certainly find much to interest and delight them in our fine large new stock. Every one of these beautiful pieces of art are our own exclusive importations—not bought from a wholesaler's stock, but made from our own personal orders. Every piece of these rare and cleverly executed linens are guaranteed handwork, and purchased as they are direct from the makers, we quote you rock bottom prices.—*Kaufman's, Trenton, N. J.*

LINEN

This morning at 9 o'clock you will find these linen pieces on display and sale in our art department, at rear of domestic aisle on main floor. Every piece in the lot is of fine, even round thread linen, with hemstitched border and beautiful hand-drawn openwork pattern effects in corners, etc. The tea cloths, 36 to 54 inches, the shams, 32 inches, the scarfs, 18x45 and 18x54 inches, the centerpieces, 12 to 36 inches. Not a piece worth less than \$1.00 and from that up to \$2.50, all at a uniform price to-day while they last, 48c. the piece.—*Chas. P. Nathan Co., Sacramento, Cal.*

Sheer linens and lawns, the one with hand embroidery, the other with lacy insertions, tucks and embroidery. Designers have evolved beauty thoughts with unfettered luxuriance in line and effect in these dainty new waists.—*Schipper & Block, Peoria, Ill.*

Of particular interest is a line of Irish hand-embroidered linens that we had made especially for us. It consists of doilies ranging from 3 1-2-inch tumbler doilies to plate doilies 15 inches in diameter, and center pieces from 18 inches to 30 inches in diameter—as well as oval and square centers and scarfs. All of them are scalloped and beautifully embroidered in the prettiest designs and many of them have doilies and center pieces to match.—*The Wm. Taylor Son & Co., Cleveland, Ohio.*

News of New Linens. Linens You Can Trust.—When you find an item you can trust you have gone a long way towards being satisfied. To satisfy folks in linens has long been a success with us. People believe in our linens because long acquaintance with these particular makes has proved every excellence and made certain all that we claim for them. To-day—aside from their absolute purity, perfect bleaching and great durability—we point to the fact that the proverbial beauty of designs in former gatherings is wholly eclipsed by the present exquisite showing. Take, for example, these pieces, on display, for your polished table; made of finest pure linen, with hand-made Dutch torchon; made to shape—no seams—and inserted in squares and circles. Who that loves a pretty table could keep down a feeling of admiration on beholding them?—*Fourgurean, Temple & Co., Richmond.*

Have a look at the pretty table covers we are sending out on approval. Their appearance will charm you straightway, and the low price for goodness given is the most attractive thing in bargain prices you've ever met with. These

tapestry table covers are made to give years of gratifying wear, and they're just the sort of brightly colored table cover you want. In fact, so certain are we that this is so, we'll send you one to examine—to try if it suits your room and taste. If it doesn't, return it and we will refund you any money sent, and also pay carriage both ways.—*Catesby & Sons, London, Eng.*

A sale of fine linens. To be able to bring about such pronounced economies as these is an achievement of which any store might feel proud—for linens are "staple goods"—as staple as the grocer's sugar.—*Stone, Fisher & Lane, Tacoma, Washington.*

Linens like these add much to the beauty of the dinner table. New supplies have just come to us, from one of the best of Scotch makers. They are two grades of table linen that might be called examples of the survival of the fittest.—*Wanamaker's, New York.*

Damask Linens for the Table.—Plenty of variety in patterns in the fine flax, which gives long wear, yet modest prices prevail for such beautiful lines of napery—the combination which means dainty table dressing without entailing much expense.—*Schipper & Block, Peoria, Ill.*

Table Linens—Less Than They Would Cost Us Now.—When you buy a table cloth or a dozen napkins for less money than it would cost us now buying by the hundreds of dozens, it seems a chance worth turning to advantage, doesn't it?—*Frederick Loeser & Co., Brooklyn.*

Little bill to pay the laundryman—and there you have a new table cloth as perfect as ever was for less than half its value.—*The Robert Simpson Co., Toronto, Ont.*

Key to Linen Economy. When a woman buys Mathewson's double damask table cloths she does something to long remember with extreme satisfaction. It's not in the range of possibility to get qualities that wear better—for Mathewson's are pure, fine, heavy, dew bleached linen through and through. The patterns, too, are well calculated to appeal forcibly to fastidious tastes.—*Burke, FitzSimmons, Hone & Co., Rochester, N. Y.*

Reliable Napkins Costing Less Than Usual.—Quality in linen is absolute. If table linens, of good quality, cost less than usual, so much the better for the housewife that needs them. That's the case with these half-dozen sorts of All-linen Napkins.—*Wanamaker's, New York.*

LINEN

Table linen snaps at the White Goods Store.—*Scutner, McLeod & Co., Charlottetown, Prince Edward Island.*

Clearing the table linens. Pattern cloths and damask remnants, mussed and soiled during the January sales, priced for speedy clearance.—*Schlesinger & Mayer, Chicago, Ill.*

Table Linens. Everything thread pure linen in these napkins and piece linens, superior qualities in both lines, which enhance the bargain value.—*T. Eaton Co., Toronto.*

Exceptional values in table linens. Every good housekeeper prides herself on the perfectness of her napery supply, for the most elaborate china or choice tableware looks comparatively tame if the table linen is frayed or poor. Thanksgiving and other festal seasons are approaching, so be forehanded and purchase a supply of choice linens now and have them made up. Look where you will, comparison will prove that the following items are better qualities at lower prices than it is possible to find elsewhere in Los Angeles.—*Hamburger's, Los Angeles, Cal.*

Linens Make a Stir.—And shouldn't they do so, when such fine and beautiful table furnishings may be had for so much less than even the low prices which are usual at Loeser's?—*Frederick Loeser & Co., Brooklyn, N. Y.*

The linen table cloth, with the border all the way round, is vastly more artistic and finished in its effect than the cloth cut off the piece. Of course, it is usually more expensive, too. But not to-day! And that's the reason that tasteful housekeepers, with linen needs, should visit Wanamaker's to-day.—*Wanamaker's, New York.*

Table linen, napkins, towels.—Some of the most serviceable linens that we have are in the news this morning—truly economical because of their service qualities; pleasing until worn out because of good looks and good wear.—*Wanamaker's, Philadelphia, Pa.*

This is an attractive collection of Irish hand-embroidered table pieces and bureau scarfs. The snow white linen is of a fine and serviceable quality and the embroidery is exclusively done by hand.—*Wanamaker, New York, N. Y.*

Linens at Little Prices.—The rapidity with which these table linens have disappeared when they have been placed on the counter tells of appreciation. At the new prices below they cannot be matched. A word to the wise is sufficient.—*Abraham & Straus, Brooklyn.*

Linens won't linger at these little prices. When the good housewife sees the prices on this lot of fine table linens, she will certainly attend to the replenishment of her linen closet.—*Abraham & Straus, Brooklyn, N. Y.*

Something very new is shown in machine-embroidered doilies and centerpieces. They are triple stitched, scalloped edge pieces, ranging from 4 to 27 inches in diameter and in price from — — — *Sisson Bros.-Welden Co., Binghamton, N. Y.*

Famous for their soft, mellow finish, with no starch or other foreign ingredients. We import vast quantities of these Austrian linens, and now a large accumulation of "remainders" is repriced for quick clearance. A host of pretty patterns.—*Straubridge & Clothier, Philadelphia, Pa.*

Linen Specials. The buyer's opportunity—one more cut in table linens for Friday and Saturday.—*J. Mickleborough, Ltd., St. Thomas' Best Store, St. Thomas, Ont.*

A bit of news concerning table linens that will sharpen up your appetite.—*Z. L. White & Co., Columbus, Ohio.*

Superior excellence in linens. The linen mills of Ireland and Scotland make no better quality of pure linen than they have sent us. Big consignments have just come in direct from the leading manufacturers of Belfast, Dunfermline and Perth. Fine table linens. The rare qualities represented in our table linens is perhaps the first thought that strikes one on seeing our new lines. They are magnificent. The purest linen fabric known—a beautiful close weave with most attractive finish.—*Hudson Bay Co., Winnipeg, Can.*

Remnants of damask. One counter of pure linen table damask in remnants, some slightly soiled but that is easily helped. You will find in this lot many choice patterns and if you can find the lengths to fit your table you are lucky as the prices are just about half what you pay in a regular way for linens. Don't miss this opportunity of buying table linens.—*Jas. L. Tapp Co., Columbia, S. C.*

Reduced linens. After all, it's the linens that are at the bottom of the beauty of your china, your silver, your glassware; and the linens it is which make the food appetizing and the table attractive. To-day we're quoting you reductions from old low prices on a number of our choicest grades.—*Coulter Dry Goods Co., Los Angeles, Cal.*

LINEN



Good linens. Better buy them here and now. Why? One quick glance at these snowy mounds of table cloths, napkins, towels, etc.—then another glance at the price tags—and the question's answered. To specially price the best linens while their cost is soaring is just the kind of surprise which this store delights to offer—and which has helped to build its popularity. We bought well, long ago when the market was much lower, and it's our pleasure to share the benefits of our foresight with our customers. Whether you need linens now or not, buy liberally for you'll surely pay more before you pay less.—*The Boston Store, Binghamton, N. Y.*

Commencing this morning at 8:30 o'clock sale of linen table damask and napkins. This is the first special sale of housekeeping linens we have arranged for since the opening of our new domestic department on main floor. Our lines in pure flax, both bleached and unbleached, represent the highest grades of both German and Irish manufacture. They were purchased direct, chosen with an experienced care, and as an introduction to these lines we have picked out from our regular stock six values in linen table damask and four values in damask napkins, and marked them to within a fraction of the import cost, and the sale prices in the quotations below will undoubtedly be interesting alike to the housewife, the hotelkeeper and the restaurateur.—*Chas. P. Nathan Co., Sacramento, Cal.*

Linen damask table cloths. Two-dollar cloths, every thread linen. Just such a cloth as every ambitious housekeeper would like to see spread on her table—woven from the finest quality of Irish linen. These cloths have a rich satiny finish and are grass bleached snowy white. Handsome designs and bordered all around. Size 2x2½ yards.—*The T. Eaton Co., Ltd., Winnipeg, Can.*

Unmatchable offers in table linen. Everyone knows that we have the best and largest linen store in Brooklyn, with by far the largest and best assortment of every sort of linen product, but the remarkable difference between our prices and those of other stores for equal quality cannot be fully appreciated without comparison. Brooklyn women know that our prices are always the lowest for any and all merchandise, but if you have time it will pay you to try to match these linens anywhere in Greater New York. The items below are merely a special line for to-morrow.—*Abraham & Straus, Brooklyn, N. Y.*

Sturdy new linens selling, this week, at even less than former low prices. Thirty new patterns at \$1.00. In spite of the rapidly rising market prices and the great scarcity of desirable goods, we have been able to secure a most representative showing and will be able to offer this new merchandise at the old prices. We heartily solicit your inspection during our spring sale this week.—*Reed's, Mansfield, Ohio.*

Luxury without extravagance. Rich, fine table linen, superb designs, unparalleled for artistic elegance in the history of damask weaving. A word to the wise is sufficient. Thrifty housekeepers will do well to take advantage of this great money-saving sale. Extra salesmen to insure prompt attention to all.—*Shepard Norwell Co., Boston, Mass.*

Every woman in Harrisburg who is a judge of good table linen knows what a sale of Bleachers' Damages means. The most unbounded enthusiasm has marked every sale of the kind that we have ever had. But important as all preceding sales of Bleachers' Damages have been, we feel safe in saying that we have never before prepared on so liberal a scale as now. We should like to have every woman in Harrisburg come to the store tomorrow to see the immense assortment of linen patterns, and to share in the unusual price-concessions. Every yard of linens in the sale of Bleachers' Damages was imported direct from Thornliebank, Scotland, where the world's best linens are made. Some of the best values will be found among the pattern cloths that are very slightly hurt—a little tear in taking the cloths from the calendar barred the patterns from passing a perfect inspection. And best of it all is that you can see each little tear at a glance—a black thread is sewed right over the injured place. Just remember the patterns are the most beautiful obtainable and the quality in each case, is of the very best.—*Dives, Pomeroy & Stewart, Harrisburg, Pa.*

Fine Irish table linen. Tablecloths, napkins, table doilies or anything to decorate the festive board, will make a useful Christmas gift for the housewife. Liberal price reductions for Monday. Don't miss these.—*The Broadway Department Store, Los Angeles, Cal.*

Fine imported all linen towels direct from the looms—not a single thread of cotton in any of them, all our regular numbers, and many new ones are represented, hemmed, fringed, damasks, hucks, hemstitched, figured towels.—*Dayton's, Minneapolis, Minn.*

LINEN

Linens—one of the richest of Christmas gifts. Ask a housewife to show you some of her choicest treasures and nine times out of ten she will show you linens, perhaps a cloth, or maybe a collection of daintily worked doilies and centerpieces, or possibly a scarf given to her years ago. Linens, like good books, grow more fascinating with age, and one generally delights in adding to her store—that is, if they are good linens, pure through and through, such as you will get at this store. We are rather proud of our linen stock, not only because it is the finest in this section, but because we have in it some of the best linens that are sent from abroad. Our prices are the very lowest consistent with quality. Crumb cloths, the finest of French, Scotch, Irish and German full bleached, satin and plain finish damask, 36 and 45 inches square, hemstitched and open-work, 75c. to \$5.—*Goldthwait & Sons Co., Marion, Ind.*

Brocade table damasks. Attention is invited to another shipment of these beautiful goods just received containing a number of entirely new designs. We have no hesitation in pronouncing these brocade damasks in many respects the most interesting and attractive table linens we have ever seen. The cognomen "Brocade" has been applied to them because the patterns stand out from the plain background with such wonderful distinctness and sharpness. The designs are so altogether unusual and of such artistic excellence as to stamp them the work of a master artist. Besides the goods are finished with a luster of the brilliancy of silk, which repeated laundering does not diminish. They may be had in a variety of qualities, ranging from medium to fine, as the following prices indicate.—*Jas. McCutcheon, Brooklyn, N. Y.*

Beautiful fine quality tablecloths. We have some seventy seconds in beautiful quality tablecloths that we intend to clear out to-morrow with a rush. By seconds we mean cloths with slight blemishes, perhaps only a thread dropped, something at any rate that can be easily repaired. Every one of the cloths is of superior quality and perfectly grass bleached. The designs are particularly handsome with borders all round. There is a range of sizes.—*The T. Eaton Co., Ltd., Winnipeg, Can.*

Fine Irish linen tablecloths, special \$1.98. It would have been so easy to have marked the price tickets at \$2.50 and then given overflowing good value too. But then these cloths were one of those fortunate trade incidents—which

our buyers are always on the lookout for when abroad, and so frequently run across—and in these it's always our policy to share our good fortune with our patrons, even to the last penny.—*The T. Eaton Co., Winnipeg, Can.*

Table linens are Christmas gifts that the housekeeping friend always appreciates. These are gifts that combine thoughtfulness, utility, and beauty. They need not be expensive, either, to be genuinely good, if you select from the Kaufman store. Notice, for instance, these splendid all-linen values.—*Kaufman's, Trenton, N. J.*

The mechanism of our great linen buying organization has been at work for months—the looms of Ireland, Scotland, Germany, Belgium and France have contributed their choicest products of great trade deals that have been consummated—quantities have been absorbed that would overwhelm an ordinary store and we are now ready with that which is in every particular the greatest linen movement ever conducted by the Bamberger store, which is equivalent to saying that this is the most gigantic sale ever attempted locally.—*Bamberger's, Newark.*

Sale of bath and face towels. No outfit of camper or cottager going to the beach is complete without a good supply of towels. Not the cheap flimsy kind that will stand for but one using, but those which can be used over and over again and at the end of the season, unless they have had very hard wear, are still in good condition.—*Hamburger's, Los Angeles, Cal.*

The aristocracy of towels. Most well-informed housekeepers are familiar with the real Italian linen towels, which have been the pride of well-to-do housekeepers who possess them. They are made of grass-bleached huckaback, hand-stitched, or with deep hand-tied fringe; some with drawn-work and a few with colored borders. The prices range from small face cloths at 75c and \$1.25, up to the very large towels with elaborate fringe, at \$6 each.—*Wanamaker, New York, N. Y.*

Greatest towel values ever. This sounds like brag, but see the towels; the kind of towels! Such a lot of them! They're piled up like slab wood along a snake fence. Their ability to dry things is so apparent that the sight of them creates thirst. This is no exaggeration. These towels are not the kind that leave a fringe hanging to one's features or that slump in the hand like a drowned biscuit.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

LINEN



## PHRASES

A bargain harvest.—*Badger's, Baltimore, Md.*

Another bargain budget.—*Adams Dry Goods Co., New York.*

Big dump sale.—*S. Heyman's, Newark, N. J.*

Saving opportunities extraordinary.—*A. M. Rothchild & Co., Chicago, Ill.*

Bargains that defy all competition.—*McWhirr's Emporium, Fall River.*

The bargain sparks fly thick and fast.—*Austin Brothers, Westfield, Mass.*

The selling of midsummer merchandise is quickening the already rapid strides of this busy store.—*Jones Dry Goods Co., Kansas City, Mo.*

Bargain gems.—*The Anderson Co., Buffalo, N. Y.*

Enticing values.—*Adams D. G. Co., New York.*

Huge values.—*L. S. Plaut & Co., Newark, N. J.*

Mountains of bargains.—*The Globe, St. Louis, Mo.*

Unmatchable bargains.—*The Hub, Kansas City, Mo.*

Cozy items.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

More Monday messages.—*Goodfellow's, Minneapolis, Minn.*

Business boomers.—*The Metropolitan Dry Goods Co., Saginaw, Mich.*

An excellent barometer of the economic conditions prevalent in the community is the dress goods department of this establishment.—*M. Kelvey's, Youngstown, Ohio.*

Happy Chance for frugal folks.—*Campbell's, Pittsburg, Pa.*

The mightiest sale of a decade.—*The Fair, Baker City, Ore.*

A conventicle of convention bargains.—*W. R. Bennett Co., Omaha, Neb.*

A blending of elegance and economy.—*The Broadway Dry Goods Co., Los Angeles, Cal.*

The store will be bristling with bargains.—*The Gamble Desmond Co., New Haven, Conn.*

A bevy of bargains.—*Goodfellow's, Minneapolis, Minn.*

Sizzling hot bargains.—*Cohn's, Salt Lake City, Utah.*

It is practical economy to buy at *Saunders', Victoria, B. C.*

Odd pickings from the countless bargains.—*W. B. Penn, Bowerston, O.*

A few Saturday hot shots.—*Royce Dry Goods Co., Kansas City, Mo.*

Every item a fighting argument for Hale's.—*Hale's, Los Angeles, Cal.*

There's a steady roll of bargains here.—*The People's Store, Taylorville, Ill.*

A veritable harvest of bargains.—*Household Credit and Auction Co., Pittsburg, Pa.*

More stalwart evidence of the dollar's buying power.—*The Boston Store, Milwaukee, Wis.*

The Power of Your Money Never Commanded so Much as Here.—*Goldenberg's, Washington, D. C.*

Quantities are enormously reduced, but values are as great as ever.—*The Robert Simpson Co., Toronto, Ont.*

Ransacking sale.—*Imperial Dept. Store, Altoona, Pa.*

A bulletin of store doings.—*Kaufman's, Pittsburg, Pa.*

Astounding bargains in every section.—*Bergner's, Peoria, Ill.*

Sale interest is at fever heat here.—*Goldenberg's, Washington, D. C.*

Another aggregation of choice bargains.—*J. N. Adam & Co., Buffalo.*

The Paramount under price sale.—*Stickley-Brandt Co., Binghamton, N. Y.*

The most unmerciful slaughter sale.—*Garbode, Eibaud & Co., Galveston, Tex.*

Thirty flashes from Boston's bargain center.—*Houghton & Dutton, Boston.*

A Monday marshaling of forceful facts.—*Frederick Loesser & Co., Brooklyn, N. Y.*

Fresh ammunition from the many sales at our store.—*Wanamaker's, Philadelphia, Pa.*

Our message points the way to economy and satisfaction.—*Cobb, Bates & Yerxa, Taunton, Mass.*

An assemblage of amazing after-inventory economizing opportunities.—*Siegel Cooper Co., Chicago, Ill.*

Bargains galore.—*Ben Spears, Memphis, Tenn.*

PHRASES

Plumpest values.—*Schipper & Block, Peoria, Ill.*

Peerless offerings.—*The Leader, Minneapolis, Minn.*

A keep-busy sale.—*W. C. Loftus & Co., New York.*

An aggressively conducted price reduction sale.—*Kaufman's, Pittsburg.*

Never such a focus of opportunities.—*W. V. Snyder & Co., Newark, N. J.*

Echoes from the February sale.—*Broadway Department Store, Los Angeles, Cal.*

Bargains that require no talk to recommend them.—*The Furst Co., Jersey City, N. J.*

Our stock bristles with variety.—*A. D. Baughman, Charlotte, Mich.*

When you trade here you get what you believe you are getting.—*Frederick Buscombe & Co., Vancouver, B. C.*

It pays to trade at Day's, Peoria, Ill.

Bargains with a great big B.—*Boone's, Fall River, Mass.*

Third week of Donnelly's clear-away sale that has set the town a-talking.—*Donnelly's, Trenton, N. J.*

Bargains scattered broadcast.—*Bergner's, Peoria, Ill.*

Trade-inspiring chances.—*Boston Store, Milwaukee, Wis.*

Topsy turvy sale.—*B'way Department Store, Los Angeles, Cal.*

An aggregation of values.—*Columbus D. G. Co., Columbus, O.*

Ridiculous November values.—*Stone, Fisher & Lane, Tacoma, Wash.*

Fascinations for fertile Friday.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

A good, big departmentful of sturdy values.—*Chas. H. Baer, York, Pa.*

This quit business sale is the cynosure of all eyes.—*Fisher, Topeka, Kan.*

Here's a chapter of true economy.—*Hudson's Bay Stores, Vancouver, B. C.*

A sale that will prove an irresistible trade magnet.—*Hunter's, Memphis.*

Some rattling good remnant values.—*S. Kahn, Sons & Co., Washington, D. C.*

November sales rich in economy opportunities.—*Whitehouse, D. G. Co., Spokane, Wash.*

Farlinger's for quality.—*A. W. Farlinger, Atlanta, Ga.*

If it comes from Gately's it's good.—*Gately's, Bloomington, Ill.*

Jaunty, picturesque creations.—*Mandel Bros., Chicago, Ill.*

Something doing at Small's.—*Small, the Big Shoeman, Troy, N. Y.*

There can only be one best store.—*Perlmutter's, Jersey City, N. J.*

Where your money buys most.—*Happ & Marks, South Bend, Ind.*

Undoubtedly the house to trade at.—*Barnard, Sumner & Putnam Co., Worcester, Mass.*

All trolley car lines give transfers to Springfield Ave.—*S. Heyman's, Newark, N. J.*

We do not try to sell you something else.—*B. S. Cooban & Co., druggists, Chicago, Ill.*

What we advertise we sell; what we sell advertises us.—*The Bee Hive, Charlotte, N. C.*

If you bought it at the Unique, it's right up to date.—*The Unique Cloak and Suit House, Los Angeles, Cal.*

"Always the best of everything for the least money." That's our store motto.—and lived up to.—*S. Kann, Sons & Co., Washington, D. C.*

"I undersell."—*J. W. Jennings, Washington, D. C.*

"Sellers of good clothes."—*Sisson & Sewell, Milwaukee, Wis.*

"Sommers sells it for less."—*D. Sommers & Co., Indianapolis, Ind.*

"If they're Rich's shoes they're proper."—*B. Rich's Sons, Washington, D. C.*

"If you want the best get it at Jacobs's."—*Jacobs's Pharmacy, Montgomery, Ala.*

"Always ahead of the line—right up to this evening."—*Grove Department Store, Morris, Minn.*

An epidemic of enthusiasm.—*Boston Store, Milwaukee, Wis.*

This store's policy is to satisfy.—*The Palace Clothing Co., Kansas City, Mo.*

You need not buy because you look, or keep because you buy.—*A. J. Kelley Company, New York.*

Customers receive the same treatment from our hands that we demand of the makers.—*Daniel Bros., Atlanta, Ga.*

Please give the delivery department a chance—this is hot weather to hurry horses.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

We clothe the feet complete.—*Dalsheimer, Baltimore, Md.*

"Not on display but on sale."—*Jonas & Geldner, San Bernardino, Cal.*

Counter-crowding values.—*The Gold-  
enberg Store, Washington, D. C.*

PHRASES

Lookers become buyers at our opening.—*Cheney & Co., New Bedford.*

Quantities limited (don't want all our "eggs in one basket").—*Evans, Munzer, Pickering & Co., Minneapolis, Minn.*

The path of satisfaction leads to our doors.—

Nothing but the best satisfies some; nothing but giving satisfaction satisfies us.—

The best known, best grown, and best roasted coffee.—

Genuine goods, not substitutes or imitations.—

It is our ability to purchase that makes good purchasing here.—

Not to know our store is a misfortune.—

The wise man not only knows a bargain, but he gets it here.—

We work to eliminate faults and fault-finding.—

We lose money on many sales to make our selling satisfactory.—

Watching for what is new and good is a part of our business.—

Things rarely called for we buy to complete our stock.—

Remnants and left-overs go without reference to price.—

We sell the goods, but not the buyers of them.—

We are glad to be told.—

—*Selected N. Y. Stores.*

A stray straw just to show how the bargain winds are blowing in this store.—*Mathews Bros., Waco, Texas.*

"If you get it here, it's the best."—*Guernsey & Murray, Kansas City, Mo.*

"Better store keeping brings better results."—*S. P. Dunham & Co., Trenton.*

"If it comes from D. Sommers & Co. it will wear."—*D. Sommers & Co., Indianapolis, Ind.*

"Distinction in dress," and again "Distinction in dress."—*Edward Lang & Co., Memphis, Tenn.*

"Take it for granted we have what you want as you want it."—*Novi-Modi Costume Co., Montreal, Can.*

Quality benefits.—*Fred'k Loeser & Co., Brooklyn, N. Y.*

Some of the top notchers.—*McKelvey's, Youngstown, O.*

Every item cut to the quick.—*Keer's, Minneapolis, Minn.*

Extraordinary little askings.—*Boston Store, Milwaukee, Wis.*

Autumn merchandise delights.—*Bernheimer's, Kansas City, Mo.*

A host of incomparable values.—*Stump & Lyford, Washington, D. C.*

Many bargains to be plucked.—*The Broadway Dept. Store, Los Angeles.*

A charming assembly of feminine fashions.—*Solomon & Reuben, Pittsburg.*

The Emporium bargain list offers unusual saving possibilities.—*The Emporium, Spokane, Wash.*

Sunbeam chances which you really can't allow to pass unheeded.—*Simpson, Ontario, Can.*

Cold weather needfuls priced on an economy basis.—*The Fair, Muncie, Ind.*

Sweep sale.—Like a tornado, sweeps everything in its path. While a tornado knows no fear, shows no mercy, we are human and shall strive at all times to better the condition of mankind.—*Stone, Fisher & Lane, Tacoma, Wash.*

Friday feminine financiers can save on these items.—*The Gold Mine, Columbus, O.*

Crowd accumulators.—*Campbell's, Pittsburg, Pa.*

A host of mighty values.—*Perlmutter's, Jersey City, N. J.*

Sweeping mark-downs.—*Gold Mine Stores, Columbus, Ohio.*

A veritable feast of bargains.—*A. M. Rothschild, Chicago, Ill.*

A busy whirl of bargains.—*The Globe Warehouse, Scranton, Pa.*

Another banner bargain budget.—*Adams D. G. Co., New York.*

Special Saturday snaps that are bonafide.—*Hudson's Bay Stores, Vancouver.*

Every item a bargain. Every bargain is genuine.—*I. N. Martin D. G. Co., Peoria, Ill.*

Opportunities for economy never so plentiful or pronounced.—*Boston Store, Milwaukee, Wis.*

If we show it it's right.—*Perlmutter's, Jersey City, N. J.*

When we advertise bargains we sell bargains.—*Chas. S. Kingsberry & Co., Atlanta, Ga.*

We do always as we advertise. Our methods are strictly business.—*H. C. Wendland & Co., Bay City, Mich.*

If it comes from Nevius Bros. it'll be all right always—money back if not so.—*Nevius Bros. Co., Trenton, N. J.*

June-beating specials.—*Saks & Co., Washington, D. C.*

A feast for bargain seekers.—*The Famous, Atlanta, Ga.*

A focus of timely merchandise advantages.—*Frederick Loeser & Co., Brooklyn, N. Y.*

PHRASES



No. 52



No. 292

## HOUSE FURNISHING GOODS WILLOW FURNITURE SALE

Do you want the comfort of a willow chair in summer? Pleasant and cool to sit in, and light in weight. We have an assortment of various styles from the simple arm chair to a beautiful big roomy rocker.

Everybody wants a hammock. Ours are strong and well made. Crex Rugs, hassocks, and swings at low summer prices.

This shows wording and illustrations, but does not suggest manner of display.

### GET OUT

Yes take your Willow Chair and get out and enjoy the balcony air of early summer. Dame Nature will furnish you with the air, and we will supply the rest. We have a complete line in large varieties of PIAZZA CHAIRS, WILLOW CHAIRS, SWINGS, HAMMOCKS, SETTEES and CREX RUGS at prices which will surely tempt you.

Have you thought of using Crex Rugs instead of your woolen ones for the summer?

We place on sale this week our entire line of willow rockers, chairs, settees, etc., at reductions averaging 25 per cent. from the regular prices. For general use throughout the entire home, for the summer cottage, or for the porch, willow furniture has no equal. It is sensible, serviceable, and provides the maximum of comfort for the minimum of expense. Buy this week and save one-fourth.

This shows wording and illustrations, but does not suggest manner of display.

### BUY YOUR HOT-WEATHER FURNITURE NOW

Just twenty-one pieces of Willow Furniture left from our large summer stock. We want every inch of room for the great Furniture Sale that will shortly begin and have marked this little lot of Willow Furniture at just half regular prices.—CHAIRS, SETTEES, COUCHES. All at bare cost prices.



No. 307

### ORIENTAL RUGS

Exhibition of rich and rare oriental rugs. We have just added to our stock some wonderful specimens of Persian rugs, which were collected by our expert in foreign markets some months ago. These rugs comprise exquisite examples of Tabris, Kirman, Senneh, and Persian silks; and will claim the attention of connoisseurs and collectors, as well as the furnishers of luxurious homes.

This shows wording and illustrations, but does not suggest manner of display.

### RICH RUG BARGAINS FOR HOME BUILDERS

The most of us are content to get a home together a little at a time, and it's well it should be so, for half the pleasure is in anticipation. Hence the necessity of spending carefully the carefully saved dollars for the new floor covering. What a pity if one single dollar should be lost.



No. 13

### NEW RUGS FOR OLD CARPETS

Old shabby worn out *carpets* transformed into handsome rugs with rich oriental colors. Made into different sizes to suit requirements. Hardly a house but has some old carpets in the attic. Hardly a housewife who would not like one or two nice rugs. 'Phone, write or call and let us show you how you can use the old carpets and get new rugs.

This shows wording and illustrations, but does not suggest manner of display.

### BUY THAT NEW RUG NOW

As we contemplate some changes prior to our spring trade we are putting special reduced prices on our entire stock of oriental *rugs* and *carpets*, both antique and modern—which offers an exceptional opportunity to rug buyers. Our stock is probably the largest and choicest in the state.—taking in all kinds, designs and sizes.



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Let us show you the Oliver.  
You can easily use it yourself.

**THE OLIVER TYPEWRITER COMPANY**

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